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77th YEAR

JULY, 1954

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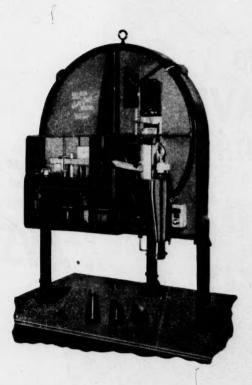


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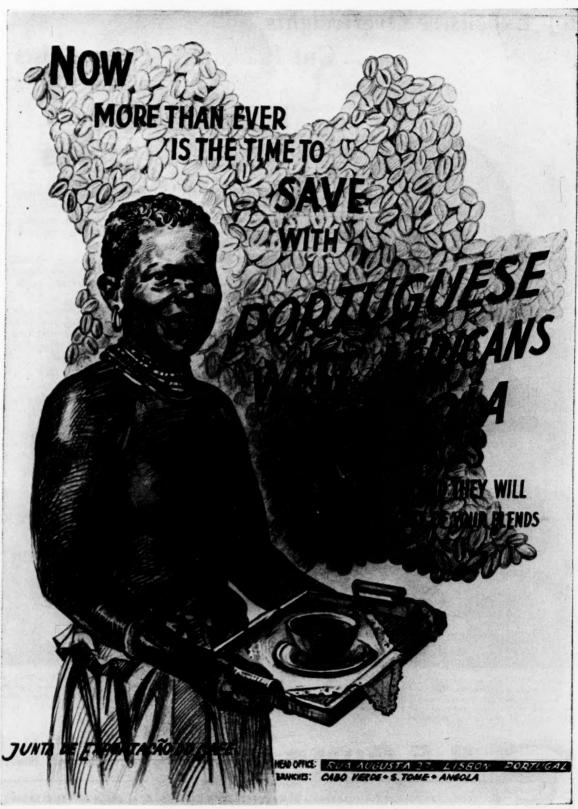
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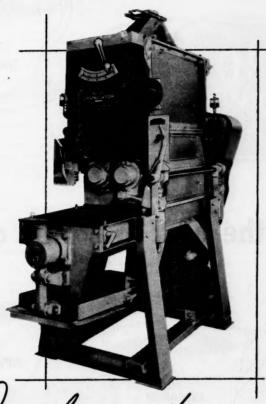


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OFFEE & TEA NDUSTRIES and The Flavor Field

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Pioneer Publication in Coffee, Tea, Spice, Flavor

U.S. FOOD IMPORT No. 1

Year after year, the demand of the people of the United States for coffee has made it the largest of all imports. Half this coffee is grown in Brazil. Brazil, in turn purchases U. S. manufactured and processed goods.

The two-way trade comes to just about one billion dollars for 1954. U. S. consumers, of course, can buy any coffee they choose. But the nationwide taste for Brazils remains constant. Americans continue to drink more Brazils than all other kinds put together.

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other source of coffee. Such crops as the Campinas, Ribeirao Preto and Sul de Minas are renowned by both the public and coffee experts alike for their fine quality, full body and unsurpassed flavor and aroma. They are the unique result of the superb growing conditions and the generations of experience found only in Brazil.

No wonder that just about every blend, every brand, of U. S. coffee is all-Brazil or Brazil-based.

Coffee is well known as a friendly drink — and the great commerce in it helps to weld bonds of friendship among nations. All coffee men deserve credit for this. We of Brazil are proud to make a leading contribution.



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COFFEE & TEA INDUSTRIES and The Flavor Field

coffee men urge public relations "crusade"

Regional coffee groups back moves by National Coffee Association as NCA board names committee to find ways to finance massive drive; New Orleans Green Coffee Association buys own local radio spots

Pressure is mounting within the industry for a "crusade" to convince the public there is nothing like a good cup of coffee.

Behind the pressure is the spreading rash of cereal-coffee mixtures, coffee extenders and more-cups-to-the-pound appeals.

The most dramatic industry action came from New Orleans, where the city's Green Coffee Association bought radio spots to promote the good cup of coffee.

Most decisive move was the vote by the National Coffee Association's board of directors to meet the challenge with a large scale public relations campaign, and to find ways to raise the funds.

Solid backing came from the Pacific Coast Coffee Association at its Pebble Beach, Calif., convention.

Across the country, regional groups spoke up in support of NCA's decision. Resolutions for stepped up public relations were voted by New Orleans Green Coffee Association, the Chicago Coffee Association, the Colorado Coffee Association and the Northwest Coffee Association.

In New York the Coffee Roasters Association proposed to the Pan-American Coffee Bureau a two-cent per pound tax on all coffee exported to the United States to make available a "substantial" advertising budget.

NCA's board, meeting at Pebble Beach during the PCCA conclave, decided to form a special committee to find ways and means to raise funds for aggressive coffee promotion—public relations specifically, not advertising.

Named to the committee later by NCA President James O'Connor were Jerome Neuman, Earl Ackerman, Albert Ehlers, Jr., Milton Ruth, Harold Gavigan, William Cain, John Wilkins, Jr., and John Heron as chairman.

Behind the industry moves was a deepening realization that in the aftermath of the price crisis the position of coffee in this country is being weakened.

Competition by other beverages is becoming fiercer—in one case, milk, with an enormous budget going into direct attacks on coffee.

Within the industry, coffee mixtures are being put onto grocer's shelves by more roasters each week.

Extenders, supposed to cut drastically the coffee required, are making inroads.

New claims to stretch coffee, through high roasts, are hitting the housewife and the restaurateur. Old claims of more-cups-to-the-pound are being intensified.

In this situation, trade leaders recognized that current industry promotion—advertising and public relations by the Pan-American Coffee Bureau and public relations by the National Coffee Association—do not go far enough.

What is needed, they feel, is a massive promotion for coffee on a scale to match the challenge.

The support of NCA's moves by the regional associations and the proposal by the New York roasters indicated the ferment within the trade.

New Orleans threw its support to the national action, but also decided to do something on its own. The result is pioneering in local coffee association activity.

The Crescent City's Green Coffee Association is putting money on the line to sponsor its own spot announcements on radio to promote the use of coffee in the home.

One minute spots are being used twice each day, one in the morning and one in the early afternoon, five days a week for ten weeks.

The Green Coffee Association is working in cooperation with the advertising representative of a local radio station on the spots, which are slanted to appeal to the housewife's sense of economy and taste.

Copy emphasizes how inexpensive each cup of coffee is and promotes its use at meals as well as at coffee breaks.

"Beverage manufacturers have been making a concerted effort to suggest their products for mealtime use," the association explains. "This must be offset by coffee promotion if a valuable consumer channel is to be maintained."

In charge of the radio advertising are New Orleans trade leaders George Westfeldt, Jr., president of the association; Earl Bartlett, of the American Coffee Co.; Milton Ruth, of Leon Israel & Bros., Inc.; and Louis Arnaud, of Lafaye and Arnaud.

"Although our association realizes that this is somewhat of a departure from the general functions of the Green Coffee Association of New Orleans, our members are convinced that such a program, although not a major undertaking, is definitely necessary for our industry right now," Mr. Westfeldt declared.

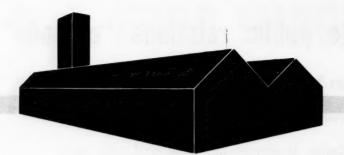
"We believe the money will be well spent, and we hope our friends and associates in this industry agree with our feeling and will do something in this direction. If a concerted effort is made by all associations, increased results should be felt in each community."

The New York Coffee Roasters Association warns that coffee drinking, like smoking and many other things we do, is basically a matter of habit.

In the letter to the Pan-American Coffee Bureau, association president Fred Kohn declares soberly that "there is nothing in the laws of nature that requires millions of Americans to consume billions of cups of coffee every week. If anything, many of them have misgivings that too much coffee is not especially good for them.

"Against this background, the coffee growing nations have seen the value of their annual crops advance to the tune of over one billion dollars in a matter of months. This rise

(Continued on page 41)



To serve you better and as a salute to a \$250,000,000 industry, we are proud to announce the completion of our new and most modern instant coffee and instant tea plant at Jamaica, New York

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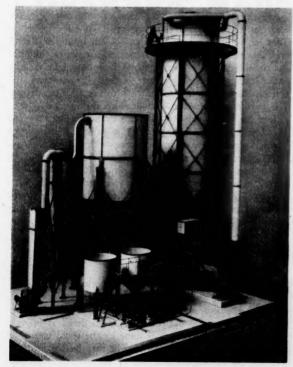
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manufacturing processes for soluble coffee

By WILLIAM H. KANNINEN, Director of Food Technology, and STEPHEN E. TAUB, Group Engineer, Foster D. Snell, Inc.

First of three installments of a comprehensive article on one of the top coffee subjects today

* A COFFEE & TEA INDUSTRIES "fact-reference" feature



A model of a Snell packaged unit spray dryer.

Ever since the first appearance on the market of powdered soluble coffee, it has been the aim of manufacturers to develop a product which could duplicate the flavor of freshly-brewed coffee. Despite the large number of patented processes designed to capture the volatile flavor principles extracted from coffee, the limited success of such attempts is evidenced by the absence, on the market, of a soluble coffee product which retains all the characteristic aroma of the freshly-brewed product. However, these efforts have resulted in gradual improvements in flavor quality through technical refinements in the extraction and drying operations involved in the manufacture of solubles.

Present-day thinking in the coffee industry has come to accept the thesis that, while the duplication of the freshly-brewed flavor is the ultimate objective, the production of a soluble coffee which has a good, if not a true coffee flavor, has definite advantages.\(^1\) This dual-purpose approach to the problem has been reflected by increasing consumer acceptance of soluble\(^2\), due in substantial measure to the obvious convenience factor. As a result of this trend, a greater interest has been promoted among other manufacturers, who previously could not accept a "double-standard" in a coffee product.

The technological improvements in the manufacture of solubles have given particular emphasis to controlling the factors responsible for loss of flavor quality in both the extraction and drying processes. Among these factors may be considered the effect of atmospheric oxygen; prolonged exposure to elevated temperatures, with consequent flavor

WHAT HAS

GOT TO

Penicillin

DO WITH

INSTANT

COFFEE



Did you know . . . that Penicillin deteriorates when exposed to moisture . . . that Gutmann developed a screw cap with a special type of FILMA®seal innerseal to safeguard leading brands of Penicillin against moisture ingress, substitution or contamination?

And, did you know that Gutmann developed the proper closure for Instant Coffee jars, long before this convenient product gained nation-wide popularity? This cap with FILMAseal type M-18 today protects leading brands of "Instant" against moisture or contamination. Breaking the seal means complete consumer satisfaction, assurance of full weight and cleanliness.

Gutmann screw caps in all sizes are available with FILMAseal inserted in the cap, both applied in one. Fully automatic and manual equipment are available for FILMAseal application.





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"fact-reference" feature

deterioration and volatilization of important flavor components; and removal of undesirable flavor principles from the bean by too complete extraction.²

Perhaps the most critical condition operating to cause flavor deterioration is the presence of atmospheric oxygen. The importance of this aspect of the problem is indicated by the large number of patented processes designed to mitigate the oxidative flavor changes during the manufacture of soluble coffee. These processes include various applications, such as vacuum deaeration," addition of reducing agents, addition of hardened fats, and blending with carbohydrates."

Trend away from carbohydrates

The use of carbohydrates is practiced for other reasons. Their use results in a reduction of the degree of concentration of coffee solubles ordinarily required for the dehydration step. An increase is also obtained in the bulk density, an important factor from a consumer point of view. According to more recent practice, these problems are being resolved without the use of carbohydrates.

In all the various processes described in the patent literature, a closed extraction system is an essential requirement from the point of view of protection against atmospheric oxidation and retention of volatile flavor components. In the production of coffee extracts in liquid form, provision is often made for entrapping volatile flavor components during vacuum concentration. However, most processes described for production of dry solubles make no such provision for recovery of volatile flavors during the drying operation.

Simple in function

The essential features of the production of soluble coffee are relatively simple in function, but involved in practice. They consist of preparation of a concentrate by any of several brewing, percolation, stepwise counter-current, or continuous counter-current extraction methods, followed by vacuum evaporation whenever necessary to obtain concentrates sufficiently high in solids to provide for economical drying. The design of extractors is influenced by the critical conditions for flavor stability of coffee extracts. The principle of carrying out the initial extraction of fresh grounds by water at relatively low temperatures, with higher temperatures employed for extraction of partially spent grounds, has favored the use of a number of extraction columns arranged in series. In this manner, a concentrate ranging from 20 to 25 per cent solids is obtained, which can then be further concentrated by vacuum. A typical process may consist of the following essential operations:

- 1. Roasting
- 2. Grinding
- 3. Extraction
- 4. Evaporation
- 5. Addition of carbohydrates (optional)
- 6. Spray drying (for powder)
- 7. Reincorporation of the volatile materials

These operations are described in greater detail as follows:

Roasting of coffee beans is done by the usual means. A
loss of 10 to 20 per cent in weight may be obtained, depending on the degree and time of the roast. Practical ex-

(Continued on page 14)

Navy reasons for soluble tests are military, not economic, Admiral says

An official statement clarifying the recent Navy tests with soluble coffee has been issued by Rear Admiral Joel D. Parks, supply officer of the Atlantic Fleet and Service Force.

"In the first place, it is necessary to emphasize that the reasons behind the test of soluble coffee are military rather than economical," the statement declared. "At present coffee prices, the soluble coffee is slightly less expensive than the ground variety. However, if and when coffee prices return to normal, it is quite possible that the soluble coffee would be more expensive.

"The military benefits of the use of this soluble coffee are quite simple and can be summarized in two points.

"First, it is more compact and can be more easily transported. More of the soluble coffee can be carried in a given cargo space than the ground variety. In this respect, soluble coffee would be extremely valuable in the early stages of advance base operations, and for use on small ships where space is at a premium.

"The second point in favor of soluble coffee is that it is more easily prepared than the ground variety. All that is required with the soluble coffee, as is well known, is to add the powdered coffee to boiling water as opposed to various types of coffee-making equipment needed to prepare coffee from the ground bean.

"There are no present indications that the Navy intends

to change from the ground bean variety of coffee to soluble coffee as the standard item on the menu. The purpose of the test now being conducted is to test the acceptability of the soluble type coffee in comparison with similar tests now being conducted by the Army.

"The Bureau of Supplies and Accounts of the Navy Department is continually conducting tests toward improving the ration as to its acceptability, and to improve packaging and preparation of foods in order to improve the military effectiveness of the Fleet."

Form engineering, consulting

firm on soluble coffee

Sol Berg, formerly assistant to the general manager of Tenco, Inc., and Leonard M. Zuckerman, formerly assistant plant manager of the Harrison Co., have formed an engineering and consulting organization serving the soluble coffee industry.

The company, known as Berg, Zuckerman & Associates will design, erect, and start in initial operation complete plants for the manufacture of instant coffee and instant tea, they reported.

In addition, facilities will be available for product development and solution of extraction and drying problems. They will feature plants specifically sized for the operating needs of small and medium roasters.

Mr. Berg and Mr. Zuckerman worked together as process development engineers for four years at Standard Brands, Inc. Both are chemical engineers and have professional engineering licenses.

Prepare Now for Increased Instant Coffee Sales

Your own label instant coffee packed for grocery or institutional trade.

- Top quality
- Competitive price
- Prompt delivery

Holiday Brands, Inc.

South Street, Walpole, Mass.

TELEPHONE WALPOLE 143



"Where's my INSTANT coffee?"

manufacturing processes for soluble coffee

(Continued from page 12)

perience indicates a figure near 16 per cent is customary. Oxidation of the fat content, resulting from prolonged heating, must be avoided so as not to impart rancidity. An optimum temperature and duration for the roast must be established for maximum flavor retention in the final product.

Grinding must be done reasonably soon after roasting, and extraction as soon as possible after grinding, to avoid undue oxidation. The exact degree of pulverization is best determined experimentally for the particular blend of coffee used. Generally speaking, the problem consists in careful balancing of two opposing factors. The finer the coffee is ground, the greater the surface area, and hence the faster the extraction rate. If too finely ground, filtration becomes difficult and also there may be channeling and imperfect wetting of the entire mass.

Extraction is carried out on a counter-current system, using stainless steel vessels provided with close-fitting lids. As many as eight vessels of this type may be interconnected in a series arrangement so that the flow of extract passes progressively to fresher grounds. Over-extraction is to be avoided, since excessive amounts of tannins and other bitter flavor substances may impair the flavor of the resulting product.

Evaporation or concentration is usually accomplished in a triple-effect vacuum evaporator, utilizing an ester recovery system. The weak extract is passed through a special plant which continuously removes the volatile flavoring matters. Such an "ester recovery system" must be an integral part of this type of concentrating system.

The evaporator utilizes external calandrias for highvelocity heat transfer. These calandrias are large-diameter pipes containing bundles of steam pipes which are heated with low-pressure steam. The liquor leaving the ester separator is pumped into the bottom of the first of three calandrias. The combination of the high vacuum at the top and the positive pump pressure at the bottom causes the liquor to shoot up through the bank of steam tubes; the high velocity resulting in excellent rate of heat transfer. In this first pass, some of the water in the extract is vaporized, and the vapor-extract mixture is ejected into a tangential separator, which effectively separates the vapor from the extract. The vapor is discharged from the system (or used in the second effect) and the partially concentrated extract is collected in a receiving vessel, and pumped into the second calandria. Here, the same process occurs; the liquor rises rapidly through the steam tubes, while the vapor which forms is separated from the more concentrated extract. The vapors are discharged (or used in the third effect), while the more concentrated extract is charged to the third calandria, and the process again repeated. The coffee concentrate is led from the final separator into vacuum receivers, or is discharged by means of a barometric leg.

Evaporation is continuous, and takes place at 150°F., or less. The high velocity in the tube nests limits heating surface contact time to a few seconds. The recovered esters are then re-introduced into the final concentrate.

Rizzuto heads coffee vending service

Phil "Scooter" Rizzuto has joined the fraternity of coffee men.

He's president of the Scooter Coffee-Mat Co., which services vending machines.

It's going to be his full-time job once he hangs up his spikes.





Suggests economy campaign on home breakfast with instant coffee

An economy campaign built around breakfast at home with instant coffee would pay off, suggests George Harrison, president of The Harrison Coffee Co., New York City, trade processors of soluble coffee.

"In these days of 'harder-to-get-coffee business' and economy-conscious consumers, it occurs to me that publicity with good pay-off could be built around the substantial savings of \$100 to \$300 a year an individual customer would have if he or she breakfasted at home and used X Brand Instant Coffee," Mr. Harrison declares.

"Example: A typical breakfast of six ounces orange juice (made from frozen orange juice), a boiled egg, a slice of bread and a cup of instant coffee with added milk costs 12 cents and takes not more than ten minutes to prepare and consume. The toast and coffee bird would have the enormous expense of four or five cents. Add orange juice, and it goes to eight cents.

Costs-up and down

"Modest upward change of this typical menu could add five cents to the cost (unless one is accustomed to caviar in the a.m.) and at most five minutes additional time. The first menu described would cost anywhere from 60 cents to 90 cents in a coffee shop, plus the inevitable tip (and you never know if you have hurt the server's feelings by not being as liberal as he expected). More often than not, the customer must wait, and it might easily take from 20 minutes to a half hour before he gets out, sometimes with frayed temper caused by various types of unneighborly behavior. Even though the breakfast may be on the firm's time, the high cost still remains.

"There are lots of folks who forego coffee rather than clean a coffee pot. Instant coffee is the natural solution for them—BUT these prospective instant coffee users have become accustomed to running off to the coffee shop for their expensive breakfasts. They could save themselves \$100 to \$300 a year by eating breakfasts of their liking in privacy at home, and would enjoy the experience with instant coffee.

"The idea has developed such responses as: It's fun to prepare your own breakfast; It's easy with Instant; Preparing my own breakfast makes me feel more independent, self reliant. Sales power is hidden in these expressions, especially the last.

"Within the scope of this idea, there is sound material for advertising the advantages of having breakfast at home with instant coffee. Various breakfast combinations could be suggested and comparative costs shown in addition to the time factor.

"The imaginative advertiser could think up any number of worthwhile items available to the convenience-minded consumer through windfall savings stressed by such practical examples of economy.

"This thought is, of course, free of copyright, and it would be interesting to see how it may be developed by venturesome ad men."

Synthetic coffee still years away

Synthetic coffee is years away, or maybe beyond that, because of the difficulty of duplicating coffee's eight taste components and 60 odor elements, reports Roy Miller and Steve Rippey in their "Shape of Things" column in Food Field Reporter. Dr. James W. Johnston, associate professor of physiology, Georgetown University Medical School, who has done a lot of studying on the subject, is their source.

Your Most Practical Approach to SOLUBLE COFFEE production is thru your BOWEN REPRESENTATIVE





Spray Dryers for soluble coffee production operate automatically to produce 2 to 12 tons of powder daily.

Bowen engineered Spray Dryers meet cost production limitations of the smaller company as well as the larger producer.

Bowen design principles can often be applied to existing coffee spray dryers to improve the quality of the product.

The knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

WRITE FOR INTERESTING BOOKLET—"The Bowen Story of Spray Drying"

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Solubles

Instant coffee winning more headway among lighter coffee consumers, survey shows

More people are drinking instant coffee this year than a year ago.

This trend is pointed up in "Coffee Drinking in the United States, Winter, 1954", a report on the seventh study of coffee drinking sponsored by the Pan-American Coffee Bureau.

The study is based on personal interviews conducted by the Psychological Corp. with 8,000 people across the country from January 7th through February 3rd.

In January, 1953, 12 per cent of the people interviewed had consumed some instant coffee the day before the interview, while this year 14 per cent had done so.

There is an indication that the gain in instant coffee drinkers is greater among lighter coffee consumers than among heavier consumers. A year ago the people drinking instant coffee averaged a total of 3.10 cups of all coffee per drinker per day. The larger number of instant coffee drinkers this year average less per drinker, 3.02 cups.

Among people drinking any instant coffee, 68 per cent of all the coffee they drank was instant and 32 per cent was regular. These proportions are the same as a year ago.

The gains in instant coffee drinking can also be expressed in the rate of drinking in relation to the total population, .25 cups per person per day for 1953 and .29 for 1954, a gain of 16 per cent.

Over the past year the gains in instant coffee have occurred principally at meal times. A year ago, 80 per cent of the instant coffee was drunk at meals, .20 cups out of a total of .25 cups per day. This year .24 cups out of .29, representing 83 per cent, was consumed at meals.

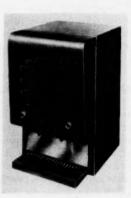
The entire gain in instant coffee drinking was reflected in consumption at home, which rose from .23 to .27, while consumption at work stayed at .02 for both years. There continues to be a small amount of instant coffee consumed at restaurants and small eating places.

Women showed greater gains in drinking instant coffee than did men. A year ago men drank .24 cups per day and now drink .27, while women's consumption rose from .26 to .31 cups.

Seventy-five per cent of the people who drank instant coffee made their own. This compares with 71 per cent in the previous study. Of the 75 per cent of the people who made their own cup of instant coffee, 53 per cent were women and 22 per cent men.

Each person who drank instant coffee was asked if that coffee had been made in a pot or other container, rather than in a cup. Five per cent reported that the coffee they drank had been made in a pot or other container.

As in the previous study, people were again asked their opinions of instant coffee. They continued to express about the same proportion of favorable and unfavorable comments, and even those who drank it within the past week continued to have an appreciable number of unfavorable comments to make. This is not as significant as the fact that more people are drinking instant coffee now than a year ago and that the total consumption has increased.



The new E-Z way

New restaurant coffee maker uses liquid concentrate

A new coffee unit for restaurants the E-Z Way Automatic Pushbutton Coffeemaker—has been announced by the Steel Products Co., Cedar Rapids, Iowa.

The machine is equipped with two spigots and two pushbuttons. Pushing one button dispenses a cup of coffee. Strength and quantity are easily adjusted. The second pushbutton dispenses hot water for tea, hot chocolate, soups, etc.

The new unit uses liquid coffee concentrate, frozen, or a concentrate made from any good soluble coffees on the market. It has one quart liquid concentrate capacity, sufficient to make 126 to 150 cups of coffee. It can serve up to 400 cups of coffee per hour.

The size of the machine is small—24 inches high, 13½ inches wide, 18 inches deep.

General Foods expands instant coffee plants

soon at Jacksonville, Fla.

Expansion of facilities for producing soluble coffee last year included the addition of equipment to the plant in San Leandro, Calif., the General Foods Corp. declared in its annual report.

Other General Foods instant coffee plants begun or finished last year are in Hoboken, N. J., Houston, Texas, and Montreal, Quebec. Another plant will be in operation



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Some of the coffee men at PCCA's hard-hitting 1954 convention included (top, from left) D. N. Lillevand, retiring PCCA president Peter Folger, Harry March, president-elect Oswald Granicher, Harry Thompson, T. Carroll Wilson, Ernest Shaw, Lloyd Thomas, George Malmgren, Weldon Emigh, H. Urrutia, Ed Johnson, Sr., Joe Fitzpatrick, Harry Maxwell, William M. Cain, Jerome Neuman, Robert Quinlan, Bert Balert, W. S. Rathy, Andrew Glover, John Beardsley,

L. I. McKim and Don Harvey. Also (bottom, from left) Robert Manning, Earle Lingle, Henry Schmidt, Cedric Sheerer, Roy Farmer, Margaret J. Rauchle, William Rowe, Jr., William Norton and Norman Johnson in the caddie-coaster, photographed by Ed Johnson, Jr., R. Priminger, Robert Stevenson, Gustav Wedell, Jose Lamacchia, Horacia Cintra Leite, W. J. Rowe, Warren Kludt, Alan Dale, Bud Magee, Wade Dale and Joseph Dale.

industry public relations drive to guard coffee volume asked by PCCA convention

By MARK M. HALL, San Francisco Representative Coffee & Tea Industries

Holding the P.C.C.A. conventions at Pebble Beach seems to have become a confirmed habit, and it may well be because there is no place to compare with it in beauty, accommodations and challenging golf.

The 1954 meetings were very successful from the standpoint of attendance, which totaled 180 members and friends, with 35 wives. This was the largest attendance on record for both members and guests. Increased facilities at Del Monte Lodge made it possible. A goodly contingent arrived from New York and other outside points.

The highlight of the convention seemed to be the opinion, as expressed in speeches and resolutions, that the coffee industry should close ranks and work for a larger plan of public relations to meet the problems raised by high prices to the consumer. The promotion, supplementing brand name advertising would be for the industry as a whole, to meet the competition of other beverages and the danger of reduced consumption.

The convention elected as president Oswald L. Granicher, and as executive vice-president Ernest L. Shaw.

Named directors, green division were Mr. Granicher, chairman, who is with Ruffner, McDowell, & Burch, Inc., San Francisco; John J. Beardsley, Otis, McAllister, San Francisco; Weldon H. Emigh, Weldon H. Emigh Co., Inc., San Francisco; E. T. Heathcote, S. F. Pellas Co., San Francisco; E. A Johnson, Jr., E. A. Johnson & Co., San Francisco; Carl D. Lincoln, Otis, McAllister, Scipile; William J. Morton, William J. Morton, Inc., Los Angeles.

Elected directors of the roast division were Mr. E. L. Shaw, chairman, who is with Hills Bros. Coffee, Inc., San

Francisco; Ray Bradt, Ben Hur Products, Inc., Los Angeles; Morris Buckingham, Alexander-Balart Co., San Francisco; Lee Elliott, Defiance Tea & Coffee Co., Portland, Oregon; Peter Folger, J. A. Folger & Co., San Francisco; E. M. Manning, Jr., Manning's Inc., San Francisco; Henry Schmidt, Nabob Foods Limited, Vancouver.

The convention was teed off Sunday evening by a cocktail party given by Peter Folger for the board of directors of the National Coffee Association. Many members arrived Sunday but the great influx was Monday, the day for registration and the greeting of old friends. Also on that day, the board of directors of NCA met in the morning, and the PCCA board met in the afternoon.

Tuesday morning, as usual, was the general meeting of members and guests. Peter Folger, as PCCA president, thanked the members for their able and unselfish cooperation during his term of office.

He had special praise for the work of Harold F. Gavigan, as chairman of the steamship committee, in placing before PCCA the problems involved in the threatened rate increase of the Colpac and Aswesco Conferences. Also involved in this work was Neil Hopping, of Hills Bros., who did a fine job of straightening out various difficulties with the shippers of Nicaragua.

Walter Granicher and his committe made a real contribution to the organization of PCCA, Mr. Folger said. Changes were recommended in the by-laws which were subsequently adopted. This had the effect of pulling all groupss, north and south, closer together.

Mr. Folger acknowledged the fine assistance and able

counsel of his vice-president, Oswald Granicher. He called attention to Mr. Granicher's participation in the TV programs.

The financial position of the association was both good and bad, Mr. Folger said. They would have to look for a more independent source of income, because too much of it was coming from the testing and classifying of coffee for the Army. Mr. Folger congratulated the whole industry for the fine job of public relations it was doing. He praised the work of Margaret J. Rauchle, secretary, for her outstanding contribution to the efficiency of the organization.

Oswald Granicher paid tribute to Mr. Folger as an outstanding president, and to the other committees which worked with him. He explained, smiling, that "Pete referred to me as Curly, but that might be complimentary." Mr. Granicher's shiny pate seems to have come in for some

attention lately.

William Waldschmidt, southern regional vice-president, spoke of definite progress during the year. Lee Elliott told how they had ironed out their problems in the Northwest and had set rules for state purchase of coffee, which had helped to eliminate poor coffee in that reigon.

Royal Frew said he was happy about the new by-laws, which had the effect of bringing the whole Coast into

closer cooperation.

"Now is the time to close ranks and face the problems of the industry united," Mr. Frew said. "Support the public relations program, hire professionals to carry it out, and battle to hold the coffee market against competing beverages." He reminded the coffee men that he advocated group advertising and promotion five years ago.

NCA President James M. O'Connor paid tribute to the outstanding conventions which were held under the aus-

pices of PCCA.

"I have been simply thrilled with the genuine beauty of Pebble Beach ever since I arrived here on Sunday afternoon," he said. "It is truly a gorgeous place and an ideal spot not only for a convention but for any kind of a stay.

"I have had the pleasure of working with many of you for many years on problems of the coffee industry, and

"Now is the time to close ranks and face the problems of the industry united. Support the public relations program, hire professionals to carry it out, and battle to hold the coffee market against competing beverages."

- Royal Frew

particularly in Washington during the trying war years. The great contribution of the work of the Pacific Coast is indelibly written in the records of the industry, and does not need repeating by me now."

"I heard it said years ago that one of the fine and lasting things which we get out of life is the friendship which develops from our contacts and dealings in the conduct of our daily business. I have found that to be so, and I am now looking at many men in this group whom I have for a long time regarded not as business acquaintances but as good friends."

John F. McKierman, NCA executive vice president, reviewed the frost and price situation during the last year and its impact on prices. Problems for the coffee man had multi-

plied, he declared. He congratulated PCCA for its leadership, and said NCA had derived much of its strength from this leadership.

In reviewing the supply situation, Mr. McKierman gave figures to show the tight picture. With higher prices came stiff competition. He cited the promotion of milk as a

"What about increased consumption? In my opinion, we are less than holding our own. Why? Becaus we are fighting with the wrong weapons, with the wrong strategy and—the worst kind of handicap—too many of us are too busy fighting each other. What do I mean by that? Just this:

"Some of us, in our ads and public attitudes, are saying in effect: 'All right, the price is high. You can't afford as much coffee as before. So—drink our brand. It gives you more cups to the pound than the other fellow's brand'."

- John F. McKiernan

substitute for the coffee break. The dairy industry had appropriated \$4,000,000 dollars to carry on the campaign. On top of this, Governor Dewey of New York, a dairy man gave his support to the movement. The Tea Council had also increased its appropriation.

There was only one way to combat the competition from other beverages at a time when coffee was at a disadvantage—to institute a public relations plan and to extend advertising for coffee as such, he declared. United action was the only way to reverse the trend, he emphasized.

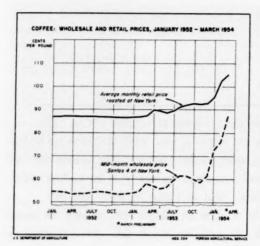
Horacio Cintra Leite, president of the Pan-American Coffee Bureau, said the entire coffee industry was confronted by a common challenge which could not be solved by the effort of any one segment, but called for industry wide action.

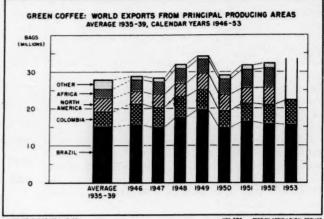
The present situation of high prices and short supply would continue most likely until 1955, he said. The competition against coffee would do its utmost to take advantage of the situation. He indicated that movements like Governor Dewey's coffee to milk suggestion would not contribute to the good feeling between this country and the coffee producing countries. In facing the problems of high prices, it is advisable not to try to solve it by reducing quality, he pointed out. This would be disastrous in the long run. The Latin American countries are working hard to improve the quality of the bean and to increase production by fertilizing and through better strains of trees, he added.

Andres Uribe, representative of the National Federation of Coffee Growers of Colombia, said it would take long-range planning to solve the coffee situation, but he thought it could be accomplished by united action. He told of a book he had written "Brown Gold." not only to entertain but to present to people the story of coffee and to help the industry solve its problems. He felt it was the first book of its kind on the subject, and hoped to have it in all libraries.

Roberto Quinonex, minister of agriculture of El Salvador, told how his country is trying to lead its people into intelligent planning in agriculture. The situation today shows how easy it is to upset the world balance when anything goes wrong, he pointed out.

(Continued on page 32)





the world coffee situation

Prospects for the 1954-55 season's production apppear more promising than the actions of world buyers might indicate.

This viewpoint is offered by the U.S. Department of Agriculture in a comprehensive Foreign Agriculture Service circular of information relating to the current world coffee situation.

The anticipated decrease of production in Brazil again may be largely offset by increasing crops from other producing areas of the world, U.S.D.A. says. Additional trees planted during the past five years are coming into production and the prospects for 1955-56 are bright. These prospects will have a favorable effect on the willingness of producers to further decrease their stocks in 1954-55.

In addition, a decline in the world demand for coffee is possible as consumers work off the supplies which were acquired so strenuously during 1953-54.

In some respects, Western European coffee buyers have out-purchased the United States importers during the current marketing season. It is reported that while some buyer resistance was encountered earlier in the season from United States importers (in the higher grades of coffee), the Western European purchasers were willing to pay the quoted price.

During the fall, German importers bought heavily of higher grades of coffee. More recently, there has been a tendency for Brazil prices to be quoted somewhat higher than current New York prices, less export costs. Again, the European buyers are reported willing to buy at the higher price.

However the willingness of all buyers to pay higher prices for coffee has carried the world price to its present height.

World production of coffee in 1953-54 is estimated now at 40,600,000 bags, compared with 40,700,000 bags in 1952-53 and 39,200,000 bags in 1951-52. The current estimate is 2 percent below the prewar (1935-36—1939-40) average of 41,600,000 bags and 16 per cent above the post war (1946-47—1950-51) average of 36,900,000 bags.

Preliminary estimates of world coffee production for 1954-55 are not yet available. Information received on weather conditions, acreages and additional new plantings during the past few years lends credence to the belief that world production will not decline in 1954-55 and may approximate the current estimate for 1952-53.

The total coffee production of the Western Hemisphere nations should continue to rise despite the setback to Brazilian production. In Africa, only Angola should show decreased production during 1954-55, and in Asia an increased production of at least 10 percent is indicated for the season ahead.

Coffee production in Brazil in 1953-54 is now about 45 per cent of total world production. This compares with a prewar average of 25,300,000 bags, which was almost 61 per cent of total world output.

It is now apparent from the large crop on the undamaged trees that southern Sao Paulo and northern Parana would have had a bumper crop in 1954 if the area had not suffered from frost damage in July, 1953. It is estimated that less than half of the producing coffee trees in North Parana escaped with light or no damage from the frost. The balance was frozen to the ground or otherwise heavily damaged.

It is believed that the North Parana harvest for 1954 will not exceed 1,500,000 bags, or less than 40 per cent of an average crop for the present number of producing trees. It seems reasonable to expect that the Parana crop for 1955 will reach 3,500,000 bags, and the 1956 production will reach 5,000,000 or 6,000,000 bags, or near to the prefrost prospect for the 1954-55 harvest.

In Sao Paulo, about 50,000,000 trees in the areas hit by the frost were heavily damaged. However, this loss to production is minimized by the fact that this number of trees represents less than 5 per cent of the total under production in Sao Paulo. The damaged trees are 20 to 30 years old and low yielding, and the areas not damaged have a very heavy crop on the trees. It is anticipated that even in the heavily damaged areas of Sao Paulo, pro-

duction should not be much less than the small output of 1953.

The 1953-54 coffee production of Colombia seems likely to reach 6,900,000 bags, or 500,000 bags more than the previous crop. The current level of coffee production in Colombia represents about one-sixth of total world output of coffee. The prewar average of 4,500,000 bags was less than 11 per cent of total world production.

It is estimated that in the past eight years the total number of coffee trees under production in Colombia has increased by more than 10 per cent. Plantings were particularly heavy in 1946. As a result, coffee production increased after 1950-51 to a point about 13 per cent higher than the five year (1946-47—1950-51) average.

Recent reports from Colombia indicate an increase in plantings of about 4 per cent annually during the past three years. These plantings are now beginning to enter production. The prospective rate of increased plantings for the next two years is 5 per cent annually, contingent on the maintenance of high export prices. If the reports on increased plantings are accurate, Colombian coffee output should exceed 7,000,000 bags in the near future and a new level of production established within five years.

Production of coffee in South American countries other than Brazil and Colombia, 1,200,000 bags in 1953-54, has remained relatively stable since prewar. The increased outputs of Ecuador and Peru have been offset by declines in other areas.

The production of Ecuador has increased recently by more than one-half the previous crop averages. These increases have occurred primarily because of improved methods of cultivation. Increased plantings have been relatively few.

The increased output of Peru has occurred on larger acreage in combination with greater care in the harvesting of existing plantings.

Adverse weather conditions lowered the Venezuelan coffee crop this season, and the recurrence of such a small crop is not anticipated in the future. Within the past two years, 5 to 10 per cent additional plantings have been reported in the Venezuelan coffee-producing areas.

Of interest from the miscellaneous areas of South America is the report that a prospective plan to develop 480,000 acres of potential coffee lands in Northwestern Paraguay has been promoted by Brazilian interest with heavy North American participation.

Coffee production in North America is estimated at 6,700,000 bags during 1953-54, compared with 7,100,000 bags in 1952-53 and 6,600,000 bags in 1951-52. The output for these three years averaged 17 per cent of total world coffee production. Prior to World War II, North America accounted for less than one-eighth of total world output.

An increased output for North America over prewar is noted for the immediate postwar period. The most effective increases in production were to come later from additional acreage planted during those five years after the war. As a result of the postwar acreage increases, 1952-53 output exceeded the five year postwar average of 5,900,000 bags by 20 per cent, and the five year prewar average of 5,300,000 bags by 32 per cent.

Despite the reduction of coffee output this season, reports from most North American producing areas indicate continued acreage increases in recent years and in the immediate future. The extent of additional new plantings has ranged from negligible in Nicaragua (which reports new plantings for replacement only) to a 10 per cent annual increase in Honduras. Honduras is followed in importance, on a percentage basis, by the Dominican Republic (5 per cent increase annually), Mexico (3 to 5 per cent increase annually), Guatemala and others. Increased production for future export is being urged in Panama.

In addition to increased plantings, some North American producing areas report projects for improved cultural practices in the production of coffee.

Reports received from all coffee producing areas of North America show that total acreage to be harvested in 1954-55 should be about 3 per cent higher than that available in 1953-54. Barring adverse weather, production in 1954-55 should be well above 7,000,000 bags for North America.

Coffee production in Africa is estimated at 5,400,000 bags during 1953-54, compared with 5,000,000 bags in 1952-53 and 5,200,000 bags in 1951-52. The current estimate is more than double the prewar average output and represents more than 13 per cent of the total world coffee production.

Among the important producing areas of Africa, only Kenya shows a decline since prewar. The decreases of the current and past seasons followed drought conditions

(Continued on page 29)

Green Coffee Supplies

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U. S' Coffee Imports, by Source

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Maps of 138,176 pounds of Car



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is the thrifty way to keep vour coffee fresh!

This scientifically-engineered coffee bag provides the utmost in moisture-proofness and flavor retention in a flexible container and at less than 1/2 the cost of cans. ARK-TITE requires minimum storage space and therefore minimum distribution costs and may be effectively shelf displayed either upright or horizontal with the butt panel showing brand name.

ARK-TITE is the most modern and thrifty way to package coffee. Coffee packaged in ARK-TITE is fresh on delivery and remains fresh over a longer period of time than in conventional paper bags.

FEATURES OF ARKELL & SMITHS' ARK-TITE BAG

- Pliofilm lined maximum protection.
- · Heat-sealed bottoms and closures.
- SOS Automatic style for easy filling and upright shelf display.
- Printed in up to 4 colors with attractive high gloss inks.



ARKELL AND SMITHS

Canajoharie, N. Y... Wellsburg, W. Va... Mobile, Ala.

Second automatic vendor brewing regular coffee is announced

United Industries, Detroit, has reported that its self-brewing coffee vender, Coffee-Teria, will be contract produced by the United Refrigeration Co., Hudson, Wis.

The machine incorporates the patented automatic brewing principles of the Gold Prize Coffee Co., non-coin Urn-O-Matic restaurant and institution unit.

It is the second vender to offer a regular grind selfbrewed drink. The first was designed by the Square Manufacturing Co., Chicago. This unit, however, is being made available only to operating subsidiaries of the ABC Vending Corp., of which Square is a manufacturing subsidiary.

Brazilian inventor wants U. S. investors to back coffee devices

A Brazilian inventor wishes to sell the rights to two patents to U. S. investors who would be interested in developing the devices on a commercial basis in Brazil.

One of the patents offered covers a portable machine for making and dispensing coffee. It can be adapted to iced beverages.

The second patent covers a portable platform for the beverage dispenser, easily attached to and removed from a pickup-type truck.

The inventor states that the machine and platform were designed for use at such places as summer resorts and large sporting events, where fixed installations for dispensing hot coffee and other beverages would not be

Further details may be obtained from Carlos Palmer. Avenida Beira Mar 406, Apt. 1205, Rio de Janeiro, Brazil.

Coffee in taste-free containers

Visitors to the Monsanto Chemical Co. booth at the 23rd National Packaging Exposition in Atlanfic City, N. J., were served coffee in plastic-coated paper containers.

The take-out containers, said to eliminate paper taste, are products of the Sealright Co., Inc.,

Both the plastic coating and the adhesive utilize Monsanto's non-toxic plasticizers.

Develops three-way coffee maker

"Women know very little about coffee or coffeemaking. So, I'll tell you."

So says Robert T. Cameron, retired Knoxville, Tenn., lawyer who keeps bachelor quarters and has been working on a coffee pot for five years.

It's patented with eight claims to special features. It brews coffee in any of the popular ways-percolator, drip or pot-all in the same container.

You don't have to blow

Is your coffee too hot?

You no longer have to blow to cool it off, or-heavens to Betsy!-chill it in the saucer, or wait impatiently.

The Carnescraft Co., Fairfield, Conn., has decided to make life simple.

They've developed an aluminum gadget that does the job. All you do is slip it into the cup, and it absorbs

The thingamabob is a small, solid cylinder with a handle.



P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y. Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador El Salvador • Guatemala • Honduras • Mexico • Venezuela



C1954

iced coffee promotion launched



Again this summer, the Pan-American Coffee Bureau is conducting a promotional program to help sell Iced Coffee.

Iced Coffee is featured in the July and August insertions of the advertising column "Coffee-break with Mary Margaret McBride." The text emphasizes the correct method for making Iced Coffee – the "pre-cooled" and the "quick" ways.

This advertising will appear in Ladies' Home Journal, McCall's, Woman's Home Companion, and Good Housekeeping — with a total circulation of more than 16 million. It will run over the signature of the Coffee Brewing Institute, Inc.

Full-color Iced Coffee streamers have been prepared by the Pan-American Coffee Bureau. These are being offered to roasters for \$1.00 per hundred, less than half cost, for use in restaurants, fountains and other eating places. An appetizing color picture of Iced Coffee illustrates the streamer, and the copy suggests "cooling, delicious Iced Coffee . . . for your 'Coffee-break' and with meals."

In addition, the Pan-American Coffee Bureau is conducting an extensive publicity campaign. Releases throughout the summer months will feature Iced Coffee. Photographs and menus including Iced Coffee are being distributed to food editors of magazines and newspapers throughout the country.

Roasters can take advantage of the summer season by supporting Iced Coffee in their own advertising and promotion.

Both restaurants and fountains should be urged to make Iced Coffee correctly and to feature it on their menus, window and display signs.

You are invited to use the Pan-American Coffee Bureau's colorful Iced Coffee streamers in your own promotional campaign. For a sample, please write the Pan-American Coffee Bureau, 120 Wall St., New York, N.Y.

Sincerely yours,

Chas & Lindsay

Marketing

advertising . . . merchandising . . . promotion

Three out of five Americans now get daily coffee breaks at place of work, study reveals

About three out of every five employed Americans now have daily coffee breaks at their place of work, according to a nationwide survey report.

In 1950 less than half (49.5) per cent of all employees had coffee available to them during the working day, the study revealed. Since then the percentage has increased nearly 10 per cent—to 59 per cent.

The study, which was conducted this past winter by the Psychological Corp. for the Pan-American Coffee Bureau, consisted of personal interviews with 8,000 people, from all socio-economic groups in communities of varying size. It covered all ages from eight up, men and women in all income levels, and all sizes of cities, towns, and villages from the largest metropolitan areas to small villages of 300 to 400 people.

Average per person consumption of coffee during the period studied (January 7th through February 3rd) was 2.52 cups daily, a gain of approximately 9 per cent over the winter of 1950 and 2 per cent over 1953.

Seventy-five per cent of those interviewed reported that they drank some coffee every day. Twenty-five per cent drink four or more cups daily, more than 14 per cent drink three, nearly 18 per cent drink two, and nearly 17 per cent drink one.

There was some decline in the number of three and fourcup drinkers.

Highest consumption was found in the 30 to 49 age groups, which drink over three cups a day, followed by the 25-29 age group which consume almost exactly three cups daily.

The 50-59 group consume slightly less than three cups, and those in the 20-24 age group approximately two and a half cups a day. Teen-agers from 16 to 19 drink just under a cup and a quarter a day.

"How did your coffee taste this morning?"

Colonial asks public

A coffee advertisement selling a brand by stressing quality, not more cups to the pound, is exceptional today.

The Colonial Coffee Co., Nashville, Tenn., took husky ads to ask the public, "How did your coffee taste this morning?"

Colonial used that pitch to nudge along some misgivings about what might happen to quality in other brands in a price situation like today's.

"Whenever the cost of green coffee rises sharply, as it has in recent months, there is a strong temptation for coffee roasters to cut quality," the ad said. "There are so many grades of coffee it is easy to substitute a slightly lower grade and save money. There is also a temptation to encourage distributors to store up too much coffee. By the time this stored coffee reaches the customers it is old and stale.

"This seems like a good time for the Colonial Coffee Com-

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OF FINE COFFEE

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION



Nash salesman Tom Bieniewicz, waitresses and cartoon bags

pany to say it has not yielded to these temptations. We are putting the same fine coffees in Colonial today that we were six months or six years ago."

In its wind-up paragraph Colonial states:

"Nothing tastes better than a fine cup of coffee. That's why we ask, 'How did your coffee taste this morning?'

Nash Coffee uses cartoons on 24-unit shipping bags

Brightening the outlook of the restaurant and hotel coffee brewer—particularly before that first morning cup—is no small achievement, but the Nash Coffee Co., St. Paul, Minn., has taken steps to do just this.

Printed on the shipping bag of each 24-unit pack is a cartoon tied to the use of Nash's Coffee, but designed to bring a chuckle from the restaurant used. Three cartoons, drawn by a well-known cartoonist, now appear on the wrappers and three more are scheduled for the series.

How effective have the cartoons been?

L. J. Clark, Nash general manager, puts it this way:

"Cooks, stewards and waitresses are inclined to welcome the salesman who brings a smile with him. In several places, for example, the cartoons are displayed on the kitchen bulletin board.

"While we can't tell for certain just how much they have boosted sales, we do know that this inexpensive customer bonus has helped to create brand remembrance for Nash and has eased the task of our coffee salesmen."

Does your container give coffee brewing instructions?

Go into any grocery store and pick up an assortment of coffee packages. How many of them contain brewing instructions for the consumer?

You'll find the number is small, if any.

Where instructions are given, they are probably vague and not too helpful.

Take a look at your own coffee container. Does it give brewing instructions?

If not, and if you want to correct that situation, you can now get from the Coffee Brewing Institute, 120 Wall Street, New York City, copies of clear, approved, succinct instructions which you can print on your containers.

The instructions are headed: "How to brew good coffee every time."

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Crops and countries

coffee news from producing areas

IBC head raps USDA figures

Joao Pacheco e Chaves, President of the Instituto Brasileiro de Cafe, took to task coffee figures issued recently by the United States Department of Agriculture, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

"It is not the first time that American statistics have raised doubts and confusion among coffee companies," Mr. Chaves said.

"Giving statistics referring to world production of coffee, the U. S. Department of Agriculture presented figures different from those published by the IBC, pertaining only to exportable production, i.e., coffee shipped for export, local trade and consumption at the ports.

"USDA refers to a crop of 18,100,000 bags for Brazil, while IBC stated that the crop at the end of coffee shipments in the interior last April 30th was 14,158,130 bags."

See record Colombia crop

The 1953-54 coffee crop in Colombia now seems almost certain to set a new production record, reports the U. S. Department of Agriculture. Harvesting of the main crop in the major producing areas is well under way, and all reports agree that prospects are excellent for a bumper yield.

One informed private prediction has been that production during this crop year will exceed the record crop of 1951-52, which reached 6,711,000 bags. The same source

placed the exportable production at approximately 6,200,000 bags which, when added to the expected domestic consumption of approximately 700,000 bags, would give a total domestic production of 6,900,000 bags.

Certain other estimates from industry sources predict a harvest of up to 7,000,000 bags during the current crop year.

Mexico's 1953-54 crop is smaller

The 1952-53 coffee crop in Mexico is now estimated at 1,470,000 bags, as compared with the earlier estimate of 1,450,000 bags.

The 1953-54 crop, mostly already harvested, is estimated at 1,250,000 bags, the reduction being due largely to the drought and to the cyclical reaction from the very large 1952-53 crop.

The outlook for the 1954-55 crop, on which the harvesting begins October 1st, is for an increased production of about 1,300,000 to 1,400,000 bags.

Since only about 230,000 to 250,000 bags, or one-fifth of Mexico's coffee crop, are consumed domestically, exports from the present 1953-54 crop are estimated at about 970,000 bags, and from next years' 1954-55 crop, well over 1,000,000 bags.

The United States took 90.6 per cent of the exports of green coffee from Mexico in 1953. Europe took 8.4 per cent in 1953.

New export tax on Tanganyika coffee

A new export tax on Tanganyika coffee is in effect.

The tax is calculated on a sliding scale, starting at ten pounds sterling per ton for coffee sold at 250 sterling

Quality Coffees SANTOS RIO DE JANEIRO **BRAZILS** PARANAGUÁ ANGRA GUATEMALA **NICARAGUA** CENTRAL AMERICANS SALVADOR COSTA RICA MEDELLIN **ARMENIA** MANIZALES COLOMBIANS TOLIMA GIRARDOT LIBANO **ECUADORS** UNWASHED WASHED R.Grace+lo. SAN FRANCISCO

per ton, and rises one sterling for every price rise of five sterling above 250 up to a maximum tax of 80 sterling per ton.

The rates now applying in sterling per ton are: Robusta hard coffee, 46; Arabica hard, 61; mild coffee, all grades, 62; and Cherry Buni, 29.

Two tons of cherry Buni considered as one ton of clean coffee for tax purpose.

Brazil coffee is losing ground, says Rio trade leader, opposing minimums

"Brazilian coffee is losing ground on the world market because, although it isn't the best coffee in the world, it is the most expensive," said Rui Gomes de Almeida, vice president of the Associacao Comercial de Rio de Janeiro, in opposing the recent Brazilian government regulation fixing minimum prices for coffee.

He pointed to several factors, such as increasing production in Africa and Colombian coffee selling at lower prices than Brazilians, as helping reduce Brazil's market. But he declared that the primary danger lay in the price-fixing move, which "is not in our national interest and raises the world market problem to an even more critical degree."

Only in the United States, he said, are Brazil's coffee sales increasing. But even here he pointed to an increasing fear in Brazil that competition from Africa eventually will give Brazil and the coffee-producing countries of Central and South America trouble. In Europe, he declared, citing export-import statistics to prove his point, Brazil is losing ground.

He emphasized that:

1.—Brazil during 1953 exported to the United States, Europe and the Middle East 1,037,313 bags less than during the year 1952.

2.—Colombia, other Western Hemisphere countries, Africa, Asia and Oceanica, sold during the same period 2,402,312 bags more than they did during 1952.

3.—Exports by Colombia, other Latin American countries and Africa increased by 1,907,768 bags by comparison with 1952.

4.—In the American market Brazil showed a gain in 1953 amounting to 1,130,597 bags over 1952.

5.—For many years, Brazil has furnished 60 per cent of the total coffee consumed. In 1952 this percentage dropped to 48 per cent and in 1953 to 43 per cent.

"Now we see Colombia offering her coffee in the world market for two, three and even four cents lower than our Santos Type 4," he added. "This breaks all the traditional lines and demonstrates completely the fact that Colombia and Central America formerly obtained prices higher than Brazil. All this indicates that there must be a revision in Brazil's political treatment of the coffee industry."

Gillette gets Senate approval for rider curbing coffee futures

Senator Gillette won Senate approval of legislation requiring government supervision of futures trading in coffee.

He did it by putting a rider onto a bill previously passed by the House requiring similar government supervision of futures trading in onions by the Commodity Exchange Authority.

WHY CHICORY?

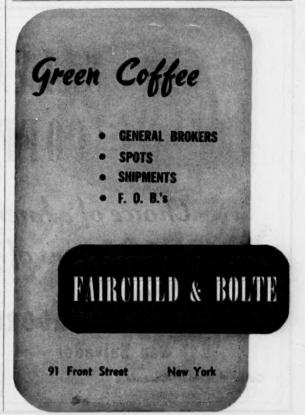
Does the coffee you are using add body, deepen the color and produce a really satisfying cup? No? Then mix in a little Muller's fine quality chicory and taste the immediate improvement. Costs only about one fourth the price of many "pure" coffees. Coffee plus Muller's chicory wins and holds friends.

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USDA sees Brazil coffee tight — but adequate for usual export needs

Including carryover and new crop, the supply of registered coffee forecast for the marketing year beginning next July 1st remains near 16,000,000 bags.

Allowing 800,000 bags for the domestic market, Brazil could export 14,000,000 bags and have a small mid-1955 carryover near 1,000,000 bags.

This summary of the Brazil coffee situation was made available by the Foreign Agricultural Service of the U.S. Department of Agriculture as the current issue neared the deadline.

Although this is a tight position, U.S.D.A. declares, the prospective supply appears adequate to maintain shipments near the usual scale to most export markets.

A crop any smaller than now forecast would create a very tight position. Conversely a crop only a little larger than now predicted would ease the pressure significantly.

Recent observations in the field indicate that as a result of rain, the coffee fruit drop is larger than normal. It is believed that the main effects of the rains will be a moderate delay in the harvest and possibly some lowering of quality.

The visible supply of coffee for 1953-54 is calculated at 17,800,000 bags, based on a carryover last year of 3,000,000 plus registrations of 14,800,000. With exports of 15,000,000 and domestic usage of 900,000 bags of registered coffee, the probable visible carryover in June

is indicated at 1,900,000 bags.

This figure agrees roughly with that reported by the Brizilian Coffee Institute, which reported the remaining availability on April 30 at 3,500,000 bags. The Institute has announced a probable carryover of 1,800,000 based on an assumption that May-June exports will exceed 1,500,000 bags.

The new harvest is well under way, and results so far are in accord with predictions of registrations at 14,000,000 bags. This included 7,000,000, to 7,500,000 from Sao Paulo, 3,300,000 in Minas Gerais, and 1,500,000 each in Parana and Espirito Santo.

There has been considerable downward pressure exerted in Brazil on the market, causing vigorous protests among growers who now regard the late March quotation of 475 cruzeiros (95 cents New York) as the price which they should get for the new crop. The export buyers, on the other hand, are not disposed to take the risk of purchasing at last season's top prices. Furthermore, the local buyers stand to gain a great deal if prices are relatively low during the harvest when growers are selling.

Accordingly, a recent flurry of increased trade estimates regarding carryover and prospective crop is regarded with a great deal of suspicion by growers who term it a maneuver toward lowering prices temporarily during the harvesting months. Heavy selling by Brazilian interests of futures in New York, and widespread publication of misleading statistics by trade groups, are described locally as further evidence of a calculated maneuver. Allegedly there is action of this type seasonally each year, but because of the high stakes this year the effort is said to be more pronounced than ever.

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Growers are demanding that the government block such maneuvers and in response the Institute already has taken action, including (1) wide publicity to Institute statistics showing limited supplies, (2) retraction of the action extending 1953 registrations through May, and (3) establishing a lean basis of 1,300 cruzeiros per bag of coffee at interior points, instead of limiting the loan basis of 1,500 cruzeiros at port.

Pressures are growing also to obtain a higher exchange rate than the 23.36 cruzeiro per dollar which now is applicable. Growers and export buyers both are backing this, on grounds that coffee prices are below the recent high and that a May 1st decree, which doubles the minimum wage of urban workers, will soon be reflected in higher

production costs for coffee.

A permanent board of directors, replacing the temporary organizing board, took over management of the Brazilian Coffee Institute in late April and is expected to orient policy strongly in the growers' interest.

the world coffee situation

(Continued from page 21)

which cut quality as well as quantity of the marketed commodity.

While no increase in plantings or in coffee production by Europeans is expected in the future, native-grown coffee acreage in Kenya has tripled in the past three years and this new additional acreage should enter production in the near future. Total native-grown acreage, now 2,000 acres, is scheduled to reach 65,000 acres within 15 years.

Reports from Uganda indicate future plantings for replacement only. However, additional acreages of Robusta coffee trees, totaling 55,000 acres, were planted during the last three years, and this acreage will soon enter production and raise coffee production about one-third

the present coffee output of Uganda.

Information on coffee acreage in Tanganyika is currently unavailable. However, additional plantings over the next

few years are indicated for that area.

French territories in Africa have shown a steady increase in coffee production since prewar. The output of the most important producing area, French West Africa, is now five times the prewar average. Reports from this area indicate approximately 15 per cent additional plantings of coffee trees in recent years, and output of coffee is expected to rise gradually to a level of 1,700,000 bags.

Angolan production of coffee is now more than three times the prewar average output. A record crop of 1,100,000 bags was produced in 1953-54. The crop of 1954-55 is expected to be one of the lowest in Angola's history, with production falling 50 per cent or more because of the

lack of rainfall.

After 1954-55, the level of Angola's coffee output should begin to rise. New additional plantings of 20 to 25 per cent above present acreages will begin to produce.

In addition, new plantings of approximately five per cent annually continue to be made, and only adverse weather can hold back production increases in the future.

Like most coffee areas of Africa, Madagascar is expanding acreage and anticipates much higher productions in the near future. Actually, a 1953-54 production 25 per cent higher than the estimate shown was expected. Ex-

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cessive rains caused substantial losses of berries in the Tamative Province just as the harvest was getting underway. Despite this setback, a steady rise in output will take place in the years ahead, as 40 per cent additional plantings (since 1952) move into production. Additional plantings during 1954 are expected to total another 10 per cent of present acreage.

The decline in Ethiopian coffee production during the current season is described as a biennial cyclical fluctuation, and the longer range production trend is expected to continue upward. Additional plantings in recent years of 10 per cent are reported, and future plantings will proba-

ably increase.

Production of coffee in Asia and Oceania is estimated at 2,200,000 bags for 1953-54. Total production in this area of the world should equal or surpass the prewar level of 2,500,000 bags in the near future.

Reports from Indonesia indicate that the production of coffee should rise by 10 per cent annually during the next two years and should continue to rise at a declining rate of increase thereafter.

Coffee acreage in India increased 8 per cent from 1947-48 to 1951-52. These additional plantings began to enter production last year and increases of coffee output should continue during the next few years.

Total coffee supplies, from which world requirements must be satisfied, are at a low point of 46,500,000 bags in 1953-54, about 4,000,000 bags less than the postwar average of 50,300,000 bags. The postwar peak of 52,400,000 bags was reached in 1948-49.

Since 1947-48, distribution of coffee for world consump-

tion has exceeded world production and the excess of requirements over production has been satisfied from accumulated surpluses carried over at the end of each season. These carryovers have been reduced at an average of 1,850,000 bags annually for the past six years. Carryovers at the beginning of the 1947-48 season were more than 17,000,000 bags; at the beginning of the current season, they were less than 6,000,000 bags.

The world's consumption of coffee has remained relatively steady since the 1947-48 season. Distribution for the six years between 1947-48 and 1952-53 averaged about 40,100,000 bags. Distribution in 1952-53 marketing

season was relatively high at 41,300,000 bags.

Distribution in the producing countries is estimated at 8,300,000 bags for 1952-53. This figure is higher than the postwar average of 8,000,000 bags, but lower than the average 8,400,000 bags of the four years previous to the current season.

Reports from most producing countries indicate that the high domestic prices for coffee will provide a deterrent to internal consumption this year, and a temporary decline in distribution is probable.

SCRA elects J. L. Antrim, Jr.

J. Linwood Antrim, Jr., of C. W. Antrim & Sons, Richmond, Va., was elected president of the Southern Coffee Roasters Association at its recent meeting.

Named vice presidents were R. Bates Smith, Interstate Coffee Co., Augusta, Ga., and Marvin Bubis, American Tea and Coffee Co., Nashville, Tenn.

William E. Smith, Batterton Coffee Co., Birmingham, Ala., was elected secretary-treasurer.



NCA an exhibitor at convention of Federation of Women's Clubs

The National Coffee Association was an exhibitor at the convention of the General Federation of Women's Clubs, held in conjunction with the International Homemakers Exposition in Denver, Colorado.

NCA's exhibit included a colorful display created by Jabez Burns & Sons, Inc., depicting in back-lighted photographs, artists' sketches and text, the coffee cleaning, roast-

ing, and grinding processes.

Another installation which attracted many visitors was the Pan-American Coffee Bureau's display, "The Story of Coffee." This is a bamboo-framed, back-lighted picture box in which six kodachromes and captions show the flow of coffee from the seedling to the cupping stage.

Four specially prepared black-and-white coffee photos, each of them 30 by 40 inches, decorated the back wall of the booth. There was continuous projection of the sound-color films, "Good Things Happen over Coffee" and "Colombia,

the Land of Mountain Coffee."

More than 8,000 copies of the leaflet, "What's Happened to Coffee?" were distributed to delegates and visitors, as well as a like number of the Coffee Brewing Institute's booklet, "How You Can Make Good Coffee Every Time," and CBI's Standard Brewing Measure.

On hand were NCA's director of public relations, Joe

Drury, and his assistant, Margaret McDougall.

Sewell retiring from NCA; Curry resigns for new post

Charles S. Sewell, long a familiar figure in the coffee industry, is retiring as a member of the staff of the National Coffee Association.

Richard F. Curry, a member of the NCA staff for the past two years, has resigned to become managing director of the National Preservers' Association.

In coffee for 26 years, Mr. Sewell was with NCA for 16 years. Before that he was on the editorial staff of THE SPICE MILL, now COFFEE & TEA INDUSTRIES.

Who says the coffee business isn't stable? Look at Davies

In these days of coffee crisis, we like the item called to our attention by Jon Zitz, general sales manager of the Hill-Shaw Co., Chicago, makers of Vaculator coffee equipment.

In his Seattle *Times* column, "Just Cogitating", C. T. Conover recently recalled the city's business district as it was back in 1890. He remembered that around the corner from the Scandinavian-American Bank was Manca's Cafe and the Davies Coffee Co.

Manca's Cafe and Davies Coffee are still in business, columnist Conover reported. In fact, Davies is still selling Manca's Cafe—just as it did 64 years ago.

India to export more coffee; expect record crop

The Indian Coffee Board, at its annual meeting in Bangalore recommended an export allocation of 30,000 tons for the 1953-54 crop, in addition to 5,000 tons already sold for shipment abroad.

The revised estimate of the crop is set at 29,000 tons, an all-time high.

JULY, 1954

BYRNE, DELAY & CO.

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Coffee

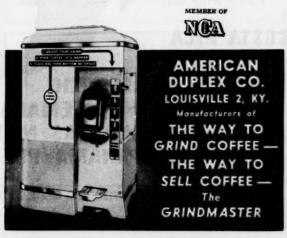
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industry public relations drive asked by PCCA convention

(Continued from page 19)

Coffee is often produced under primitive conditions, he said. Research is gradually raising the standards of the growers and their product. His government is experimenting with electronic processes for drying and ways to shorten other operations in preparing the bean for market, he reported. They hope to cut the time from 20 days to one. Even more effort has been made to improve the coffee growing industry since high prices than before.

The night before the golf tournament, the boys were given a chance to pick their favorites through the sweepstakes system. Tickets at a dollar per were bought and odds were determined very much as in pari-mutuel betting on horses. A goodly sum was accumulated for the lucky ones among the

pettors.

When it comes to the story of the golf tournament, we depend on one of the crack players—who has earned his share of first and second prizes—to give an inside account of the game. We thank Cedric Sheerer for the following:

"The convention golf tournament was an outstanding success this year, due in large part to the excellent work of the golf committee in assessing accurate handicaps, and on the insistance of maintaining adherence to the rules of golf.

"It was gratifying to see Bill Lynch come coasting home well in the lead by virtue of near-perfect playing. The difficulty of his feat is emphasized when one surveys the yawning abysses and devilish stretches of sand and rough-set to catch the low-handicap golfer. Penalties of terrain work a

greater hardship on a player of Bill's caliber than on the higher handicappers.

"The majority of the also-rans are going back to work on their games for next year, realizing that Pebble Beach is really a championship course. While there were no hole-inones this year, your golf reporter fashioned two eagles on the second hole during the several days.

"Winners of the prizes were as follows: first, Bill Lynch, 80-10-70, a prize clock radio; second, Cedric Sheerer, 85-12-73, a clock radio; third and fourth, a tie between Ernie Kahl, 92-17-75, and Gene Heathcote, 92-20-75 (Ernie chose a set of matched irons, and Gene a set of matched woods); fifth, Earl Lingle, 89-13-76, an ice chest; sixth and seventh, a tie between Ernie Shaw, Tom Barrett, Don Harvey and Joe Fitzpatrick. On a flip of the coin Harvey won and chose a golf bag while Fitzpatrick eloped with a dozen golf balls.

"The hole-in-one prize, a zipper blanket, was won by Bob Quinlan. Guest low gross was won by Dick Cain and guest low net by Bob Lillevand, a dozen golf balls each."

Nine innings-more or less

The traditional line-up of the roasters vs. the greens was shattered at the convention ball game. Where all had been competition between the two groups, this game was fraternization, with every man in the pursuit of glory for himself. At the start there were not sufficient roasters on hand. Green men began infiltrating the ranks of the roasters and the result was an odd blend which was hard to identify. Just to distinguish them, let it be said that Harvey Brockhage was on the green team, but he had many a hot player who was a roaster. Ernie



Shaw represented the roasters, with many of his distinguished players green men.

The score in about nine innings was—more or less— Harvey's team 9, Ernie's team 9.

No game is a game without an umpire, so they wheeled Joe Hooper into position and he called balls or strikes to suit his mood. Joe had retired from baseball.

"All purpose Bolger" as Joe Fitspatrick epitomized him, did a good job as catcher for both sides, as long as he could keep his balance. Sometimes the wind from a fast ball would knock him over.

Fitzpatrick homer-for whom?

Incidentally, Joe Fitspatrick hit a home run, and when interviewed by the press, didn't know whether he was

playing with the roasters or the greens.

Ernie Kahl caught a hit from Oswald Granicher. As Oswald is his boss, he should have muffed it. When Ernie batted the ball, and was hot-footing it to first, an outfielder caught it. Pretending to throw the ball to first the fielder bounced it off Ernie's neck. Ernie made first with one hand rubbing his neck. Just for that, Ernie made second—and for what team he never knew.

Jack Schimelpfenig knocked a ball way out into center field. Jack Mooney was dreaming on second, until the other Jack shoved him off, telling him there was a baseball game going on and he could resume his dream on third. When the game was over, there were no hard feelings. The honors were equally divided between the roasters and the greens, score or no score.

Here are sidelights picked up by the roving reporter

during the convention.

A coffee man was pulling a caddy-cart about the golf course. When he took a swing at the ball, it went so far he lost track of it. Finding no players to help him, he turned to a caddy who was standing by and asked, "Did you see where it went?" The caddy shot back. "Ask your cart." The source of this story was Leo Baruh. Leo was at the convention with his usual camera. He takes very good pictures.

L. A. in the sun

When Bill Waldschmidt was addressing the convention, he told the members he had phoned his office in Los Angeles that morning and was told the sun was shining. This was in the best tradition of the Los Angeles Chamber of Commerce and won the approval of the listeners, from the south. When it came time for Royal Frew to speak, he said, "I phoned my office in Seattle and it was raining." That brought a laugh, but there was nothing unusual about that either.

Mr. & Mrs. T. Carroll Wilson and Mr. & Mrs. Edward Aborn arrived the Friday before the convention to have a real vacation. The convention was convenient as an excuse.

Bob Stevenson and Ralph Priminger, of Merrill Lynch, Pierce, Fenner & Beane, teamed up to remind the boys that while the present was the time to have fun, the "futures" were not to be forgotten.

Andrew Mosley said he wasn't reaching for anything else; he was just trying to digest what he had.

Bill Rathy was able to attend the convention because his co-partner, Wilbur Hughes, could not prevent him from coming. Wilbur was in Brazil.

Bert Balart, though not in the coffee business now, is in it deep sentimentally. The convention would lose

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MEMBERS: GREEN COFFEE ASSOCIATION OF NEW YORK CITY, INC.

Telephone: WHitehall 3-4993-4 Cable Address: WILCAFE, N. Y.

Teletype: NY-1-613 some of its color if he were not there, and you can interpret that literally.

When it comes to entertainment, leave it to Eddie Johnson, Jr. The professional show was really good. It opened with the reshowing of local talent on a TV show. The title was "Coffee, Queen of Imports", part of the San Francisco Chamber of Commerce Golden Gate program as shown on TV Channel KRON. Those taking part were Oswald Granicher, Ernie Shaw and Stanley Gleason, along with professionals.

The next feature was "Beans of Wrath", a gay comedy of coffee men filmed a number of years ago. Most of the survivors would like to be as agile today.

Peter Folger did a little acting himself. In his most serious manner, he announced he was about to introduce a noted Englishman, Dr. Walter Johnson, who had recently visited Kenya and other African coffee producing regions and that the gentleman had something important to say. He hoped the audience would listen respectfully. They did until the hoax was discovered. Dr. Johnson was none other than a comedian on the Fibber-Magee show.

The rest of the show was varied and entertaining. One group of stunt actors and gymnastics had to call in Cedric Sheerer to put the finishing touch on one of their acts.

With the conclusion of the entertainment the convention was over. Some of the boys lingered in the tap room, and the next morning saw most of them heading home.

Trade mourns death of L. F. Good

The coffee trade is mourning the passing of L. F. Good, resident manager of Otis McAllister's St. Louis Office. He

died at St. Mary's Hospital in that city after a short illness.

Mr. Good was active in the coffee brokerage business in St. Louis for about 35 years. After returning from World War I, he joined his father, the late M. S. Good, whose firm's name was M. S. Good & Co., coffee brokers. At the death of his father, Fred took over the business and continued to operate the office until about two years ago, when he became resident manager for Otis McAllister. At that time, Otis McAllister bought the assets of M. S. Good & Company.

Mr. Good had the reputation of being a fine coffee man. He had many friends in St. Louis, as well as in all of the coffee centers of the United States.

He is survived by his wife, Dorothy Ross Good, his daughter, Mary Nancy Fitzgerald, and his son, John.

Levering Coffee names Curley general manager; instant coffee planned

The Levering Coffee Co., Baltimore, has announced the appointment of M. J. Curley as its new general manager.

Mr. Curley, well known in food circles, comes to the Levering Coffee Co., which was founded in 1842, with over 40 years of experience in the wholesale grocery field.

Levering plans to add several new lines to its general coffee and tea business, and will launch an instant coffee under the Lord Calvert brand.

Want to live to 114?

Sam Lemler, Los Angeles, drank ten to 15 cups of coffee a day.

This fact was pointed out by relatives at his funeral. Mr. Lemler had passed away at the age of 114.



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DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.

Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argenine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W n—Barber Wilbelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Grace—Grace Line
Granco—Transportadora Gran
Colombiana, Lida.
Gulf—Gulf & South America Steamship
Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC-I.F.C. Lines Independence-Independence Line JavPac-Java-Pacific Line Lamp-Ho-Lamport & Holt Line, Ltd. Lloyd—Lloyd Brasileiro Lykes—Lykes Lines Maersk-Maersk Line Mam-Mamenic Line Mormac-Moore-McCormack Lines, Inc. Nopal-Northern Pan-American Line Norton-Norton Line NYK-Nippon Yusen Kaisha Line PAB-Pacific Argentine Brazil Line PAD—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd. R Neth-Royal Netherland Steamship Co. Robin-Robin Line
Royal Inter-Royal Interocean Lines SCross-Southern Cross Line Sprague—Sprague Steamship Line Stockard—Stockard Line Swed-Am-Swedish American Line UFruit-United Fruit Co. Wes-Lar-Westfal Larsen Co. Line Yamashita-Yamashita Line

Abbreviations for ports Ba-Baltimore Bo-Boston CC-Corpus -Corpus Christi Cb—Chicago
Chsn—Charleston
Cl—Cleveland De-Detroit Ga-Galveston Gj-Gulf ports Ha-Halifax Ho-Houston HR-Hampton Roads Ix—Jacksonville LA—Los Angeles Ml—Montreal Mo-Mobile NO-New Orleans NY-New York Nj-Norfolk NN-Newport News Pa-Philadelphia Po-Portland PS-Puget Sound SF—San Francisco Se—Seattle St Jo-Saint John Ta-Tacoma To-Toledo Va-Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE		SAIL	S SHIP	LINE	DUE		
AC	AJUTLA				8/25	Lempa	UFruit	N09/5		
ACA	JUILA				9/16	Anchor Hitch	Grace	LA10/15 SF10/18	Se10/24	
7/14	Mafalda	UFruit	Cr27/20 NY7/28							
7/20	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9							
7/27	Alcyon	UFruit	Cr28/2 NY8/10		BA	RRIOS				
8/7	Byfjord	UFruit	Cr28/14 NO8/20		-/					
8/10	Mabella	UFruit	Cr28/16 NY8/24			Marna	UFruit	N07/15		
8/24	Mafalda	UFruit	Cr28/30 NY9/7				UFruit	NY7/23		
9/1	Csti Avnturer	Grace	LA9/12 SF9/15 Se9/21		7/18	Leon	UFruit	N07/21		
10/4	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24		7/23		UFruit	NY7/30		
					7/25	Aggersborg	UFruit	N07/29	*	
					7/30	Choloma	UFruit	NY8/6		
ANG	GRA DOS	REIS			8/1	Marna	UFruit	N08/5		
7/20	Forester	PAB	LA8/9 SF8/11 Va8/17 Se8/18 P	nR/10	8/6	Cape Cod	UFruit	NY8/12		
	Pathfinder	PAB	LA9/7 SF9/9 Va9/15 Po9/16 Po		8/8	Leon	UFruit	N08/11		
0/19	ratimider	FAD	LAS// 3F9/9 Vas/13 F03/10 F	937 20	8/13	Lovland	UFruit	NY8/20		
							UFruit	N08/19		
AM	APALA				8/20	Copan	UFruit	NY8/27		
			A -T		8/22	Marna	UFruit	N08/26		
	Mafalda	UFruit	Cr=7/20 NY7/28	,	8/29	Lempa	UFruit	N09/1		
7/17	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9							
7/30	Alcyon	UFruit	Cr28/2 NY8/10		DIII	PALA SIERIE	TIDA			
8/11	Byfjord	UFruit	Cr28/14 N08/20		BUI	ENAVENT	UKA			
8/13	Mabella	UFruit	Cr28/16 NY8/24		7/11	Santa Cecilia	Grace	NY7/19		
8/27	Mafalda	UFruit	Cr28/30 NY9/7			Santa Rita	Grace	NY7/22 Bo7/27 B	a7/30 Pa8/1 NVR	/2
8/29	Cstl Avnturer	Grace	LA9/12 SF9/15 Se9/21			La Heve		lence LA7/26 SF7/		
10/1	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24			Santa Margarita		N7/26		
						Santa Rita	Grace	NY7/28 Ba8/5		
RAF	RANQUI	A.T.I				Santa Isabel	Grace	NY8/2		
DAL	QUI	J.L.				Santa Flavia	Grace	LA8/6 SF8/9 Ses	0/0	
7/12	La Heve	Independ	ence LA7/26 SF7/28 Va8/2 Se8/3	Po8/6	7/28	Santa Olivia	Grace	NY8/5 Bo8/10 B		3/16
7/13		Grace	NY7/21		8/1	Santa Barbara	Grace	NY8/9		
7/13	A steamer	UFruit	NY7/24			Santa Eliana	Grace	LA8/31 SF9/2 Ses	9/9	
7/14	Avenir	UFruit	N07/25		9/2	Santa Adela	Grace	LA9/11 SF9/13 Se		
7/19	Cape Avinof	UFruit	NY7/29			Santa Juana	Grace	LA9/20 SF9/22 Se		
7/27	Vindeggen	UFruit	NY8/7		3, 22	Junta Juana	Orace	LAS 20 31 31 EL 31	3, 23	
7/28	Lempa	UFruit	N08/8							
8/3	Majorka	UFruit	NY8/14		CAF	TAGENA			1 2 10	
8/10	A steamer	UFruit	NY8/21		0111					
8/11	Avenir	UFruit	N08/22		7/10	Santa Rosa	Grace	NY7/14		
8/14	Csti Avnturer	Grace	LA8/12 SF8/15 Se8/21			A steamer	UFruit	NY7/24		
8/17	Cape Avinof	UFruit	NY8/28		7/12	Avenir	UFruit	N07/25		

SAILS	SHIP	LINE		DUE
7/17	Santa Paula	Grace	NY7/21	
7/17	Cape Avinof	UFruit	NY7/29	
7/24	Santa Rosa	Grace	NY7/28	
7/25	Vindeggen	UFruitN	NY8/7	
7/26	Lempa	UFruit	N08/8	
7/31	Santa Paula	Grace	NY8/4	
8/1	Majorka	UFruit	NY8/14	
8/7	Santa Rosa	Grace	NY8/11	
8/8	A steamer	UFruit	NY8/21	
8/9	Avenir	UFruit	N08/22	
8/15	Cape Avinof	UFruit	NY8/28	
8/23	Lempa	UFruit	N09/5	

CHAMPERICO

7/22	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
8/3	Csti Avnturer	Grace	LA8/12 SF9/15 Se9/21
9/6	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24

CORINTO

7/11	Mafaida	UFruit	Cr27/20 NY7/28
7/16	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/19	La Heve	Independ	ence LA7/26 SF7/28 Va8/2 Se8/4 Pc8/8
7/24	Alcyon	UFruit	Cr28/2 NY8/10
8/6	Byfjord	UFruit	Cr28/14 N08/20
8/7	Mabella	UFmit	Cr28/16 NY8/24
8/21	Mafalda	UFruit	Cr28/30 NY9/7
8/28	Cstl Avnturer	Grace	LA9/12 SF9/15 Se9/21
9/30	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24

CRISTOBAL

7/12	Byfjord	UFruit	N07/17	
7/20	Avenir	UFruit	N07/25	
8/3	Mafaida	UFruit	NY7/28	
8/3	Alcyon	UFruit	NY8/10	
8/3	Lempa	UFruit	N08/8	
8/15	Byfjord	UFruit	N08/20	
8/17	' Mabella	UFruit	NY8/24	
8/17	Avenir	Ufruit	N08/22	
8/31	Lempa	UFruit	N09/5	

SAILS SHIP LINE DUE

DAR es SALAAM

7/14	Ruth	Lykes NO8/21
7/16	Siberoet	Royal-Inter LA9/5 SF9/9
7/21	Afr Crescent	Farrell NY8/20
7/29	Lombok	JavPac NY9/3 Pa9/6 Ba9/9
8/9	Afr Lightning	Farrell NY9/8
8/13	Roggeveen	Royal-Inter LA10/6 SF10/10
8/15	William	Lykes NO9/24
8/31	Van Heutsz	Royal-Inter LA11/11 SF11/16
9/3	Afr Planet	Farrell NY9/30

DURBAN

7/19	Charles	Lykes	Gulf8/25

EL SALVADOR

7/20 La Heve	Independence	LA7/26	SF7/28	Va8/2	Se8/4	Po8/8

GUATEMALA

9 /93	3 - Al	Indonesia and	1 47 /26	PET /20	11-0/2	C-014	Dag / G
1/21	La Heve	Indempendence	LA//40	31//40	V20/2	350/4	PUO/O

GUAYAQUIL

7/24	Santa	Flavia	Grace	LA8/6 5	SF8/9 Se8	3/15
8/18	Santa	Eliana	Grace	LA8/31	SF9/2 S	19/9
9/7	Santa	hiana	Grace	1 49/20	SF9/22	5.9/2

LA GUAIRA

7/15	Santa	Paula	Grace	NY7/21
7/22	Santa	Rosa	Grace	NY7/28
7/29	Santa	Paula	Grace	NY8/4
8/5	Santa	Para	Grace	NVR/11

LA LIBERTAD

7/13 Mafalda UFruit Cr27/20 NY7/28

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Rua 15 de Novembre 176-178
LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.
MATADI:
Nieuwe Afrikaansche Handels Vennoetschap



SAILS	SHIP	LINE	DUE
7/19	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/26	Alcyon	UFruit	Cr28/2 NY8/10
8/9	Byfjord	UFruit	Cr28/14 N08/20
8/9	Mabella	UFruit	Cr28/16 NY8/24
8/23	Mafalda	UFruit	Cr28/30 NY9/7
8/31	Csti Avnturer	Grace	LA9/12 SF9/15 Se9/21
10/3	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24

LA UNION

7/15	Mafaida	UFruit	Cr27/20 NY7/28
7/18	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
7/28	Alcyon	UFruit	C#8/2 NY8/10
8/10	Byfjord	UFruit	Cr-8/14 N08/20
8/11	Mabella	UFruit	Cr28/16 NY8/24
8/25	Mafalda	UFruit	Cr28/30 NY9/7
8/30	Cstl Avnturer	Grace	LA9/12 SF9/15 Se9/21
10/2	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24

LIMON

7/10	Majorka	UFruit	NY7/17
7/17	A steamer	UFruit	NY7/24
7/18	Avenir	UFruit	N07/25
7/23	Cape Avinof	UFruit	NY7/29
7/31	Vindeggen	UFruit	NY8/7
8/1	Lempa	UFruit	N08/8
8/7	Majorka	UFruit	NY8/14
8/14	A steamer	UFruit	NY8/21
8/15	Avenir	UFruit	N08/22
8/21	Cape Avinof	UFruit	NY8/28
Ø (00			

LOBITO

7/10	Del Rio	Delta	N08/5
7/24	Afr Grove	Farrell	NY8/23
7/27	Afr Pilgrim	Farrell	NY8/16
2/27	Del Aires	Delta	N08/20
7/27	Tabor	Am-WAfr	USA8/31
8/22	Del Oro	Delta	N09/17
8/23	Afr Pilot	Farrell	NY9/12
8/23	Taurus	Am-WAfe	11549/30

LOURENCO MARQUES

7/19	Charles	Lykes	N08/19

LUANDA

7/21	Afr Grove	Farrell	NY8/23
7/22	Del Aires	Delta	N08/20
7/24	Afr Pilgrim	Farrell	NY8/16
7/25	Tabor	Am-WAI	USA8/31
8/17	Del Oro	Delta	N09/17
8/20	Afr Pilot	Farrell	NY9/12
8/21	Taurus	Am-WAfr	USA9/30

MARACAIBO

7/11	Santa Monica	Grace	Pa7/19 NY7/20
8/17	Cstl Avnturer	Grace	LA9/12 SF9/15 Se9/21
9/19	Anchor Hitch	Grace	1 A10/15 SF10/18 Se10/24

MATADI

7/18	Afr Grove	Farrell	NY8/23
7/19	Del Aires	Farreli	N08/20
7/21	Afr Pilgrim	Farrell	NY8/16
7/23	Tabor	Am-WAfr	USA8/31
8/14	Del Ore	Delta	N09/17
8/17	Afr Pilot	Farrell	NY9/12
8/19	Taurus	Am-WAfr	USA9/30

MOMBASA

7/16	Siberoet	Royal-Inter LA9/5 SF9/9
7/25	Ruth	Lykes NO8/21
7/28	Afr Lightning	Farrell NY9/8
8/2	Lombok	JavPac NY9/3 Pa9/6 Ba9/9
8/13	Roggeveen	Royal-Inter LA10/6 SF10/10
8/22	Afr Planet	Farrell NY9/30
8/25	William	Lykes N09/24
8/31	Van Heutsz	Royal-Inter LA11/1 SF11/16

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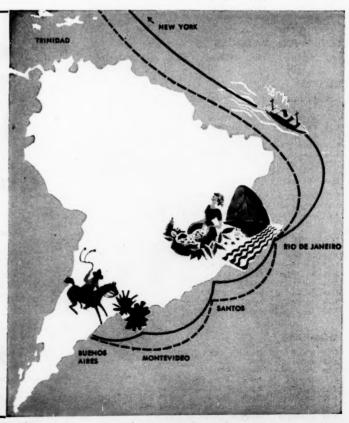
SAIL	S SHIP	LINE	DUE	SAILS	SHIP	LINE	DUE
PA	RANAGUA	A			Santa Paula	Grace	NY8/4
7/10	A steamer	Lloyd	NY8/3	8/5	Santa Rosa	Grace	NY8/11
	Grey Master	Nopal	N07/29 Ho8/1				
	Cuba	Lloyd	N07/30 Ho8/4	PUI	NTAREN	US	
	Mormacyork	Mormac	Jx7/30 Ba8/3 Pa8/5 NY8/6 Bo8/8 MI 8/12	7/12	Anchor Hitch	Grace	LA7/31 SF8/3 Se8/9
	Bow Canada	IFC	NY7/28 Pa7/30 Ba7/31 Bo8/3 MI8/7		La Heve		lence LA7/26 SF7/28 Va8/2 Se8/4 Po8/8
	Del Valle	Delta	NO8/4 Ho8/9		Alcyon	UFruit	Cr28/2 NY8/10
	Buenos Aires	Stockard	Bo7/31 NY8/2 Ba8/4 Pa8/6	8/3	Byfjord	UFruit	Cr28/14 NO8/20
7/14	Forester	PAB	LA8/9 SF8/11 Va8/17 Se8/18 Po8/19	8/4	Mabella	UFruit	Cr28/16 NY8/24
7/14	Mars	SCross	NY8/4 Bo8/7 Pa8/10 Ba8/11 Nf8/12	8/12	Stranger	Wes-Lar	LA9/8 SF9/13 Po9/18 Se9/22 Va9/24
7/14	Mormacpine	Mormac	NY8/7 Bo8/3 Pa8/5 Ba8/7	8/18	Mafalda	UFruit	Cr28/30 NY9/7
7/20	Mormacdawn	Mormac	NY8/7 Bo8/9 Pa8/11 Ba8/13	8/24	Cstl Avnture	Grace	LA9/12 SF9/15 Se9/21
7/21	Falkanger	Wes-Lar	LA8/20 SF8/25 Po8/30 Se9/2 Va9/4	9/26	Anchor Hitch	Grace	LA10/15 SF10/18 Se10/24
7/21	Sapoland	Brodin	Ba8/8 NY8/11 Bo8/13 Pa8/14				
7/24	Del Monte	Delta	NOB/17 HoB/22	RIO	de JANI	CIRO	
7/25	Holbern	Nopal	NO8/16 Ho8/19				NY7/26 Bo7/27 Pa7/29 Ba7/30 HR7/31
7/26	Mormacdale	Mormac	NY8/15 Bo8/17 Pa8/19 Ba8/21		Alpherat		Bo7/25 NY7/26 Pa7/28 Ba7/29 Nf7/30
7/27	Alwaki	Hol-Int	NY8/15 Bo8/17 Pa8/19 Ba8/20 HR8/21		Mormacteal	Mormac	NY7/27 Bo7/29 Ba7*30 Pa8/1
7/27	Bow Brazil	IFC	NY8/12 Pa8/15 Ba8/17 Bo8/19 MI8/23		Paranagua	Brodin	
7/30	Mormackoak	Mormac	Jx8/19 Ba8/23 Pa8/25 NY8/27 Bo8/29 MI9/2		Grey Master	Nopal	N07/30 Ho8/31 N07/30 Ho8/4
7/30	Domingos	Lloyd	N08/19 Ho8/25		Cuba	Lloyd	NY8/3
8/2	Mormacquif	Mormac	LA8/28 SF8/31 Po9/5 Se9/7 Va9/9		A steamer	Lloyd	NY7/28 Pa7/30 Ba7/31 Bp8/3 MI8/7
8/3	Santos '-	Stockard	Bo8/20 NY8/22 Ba8/25 Pa8/27	7/16 7/16	Bow Canada Buenos Aires	IFC Stantond	Bo7/31 NY8/2 Ba8/4 Pa8/6
8/6	Mormacswan	Mormac	NY8/26 Bo8/28 Pa8/30 Ba8/31 Nf9/1	7/17		SCross	NY8/4 Bo8/7 Pa8/10 Ba8/11 Nf8/12
8/12	Siranger	Wes-Lar	LA9/8 SF9/13 Po9/18 Se9/22 Va9/24		Del Valle		NOS/4 HoS/9
8/13	Del Mundo	Dejta	NO9/4 Ho9/9	7/21		Delta Mormac	NY8/2
8/14	Pathfinder	PAB	LA9/7 SF9/9 Va9/15 Se9/16 Po9/20		Forester	PAB	LA8/9 SF8/11 Va8/17 Se8/18 Po8/19
8/24	Vigrid	Stockard	Bo9/10 NY9/12 Ba9/15 Pa9/17		Del Monte	Delta	NO8/5
8/28	Del Santos	Delta	N09/21 Ho9/26		Mormacquif	Mormac	LA8/28 SF8/31 Po9/5 Se9/7 Va9/9
9/8	Del Alba	Delta	N09/30 Ho10/5		Falkanger		LA8/20 SF8/25 Po8/30 Se9/2 Va9/4
9/14	Buenos Aires	Stockard	B010/J NY10/3 Ba10/6 Pa10/8		Sagoland	Brodin	Ba8/8 NY8/11 Bo8/13 Pa8/14
					Nicaragua	Lloyd	NY8/14
POF	RT SWET	TENHA	A M		Holberg	Nopal	N08/16 Ho8/19
					Del Monte	Delta	N08/17 H08/22
	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13		Alwaki	Hol-Int	NY8/15 Bo8/17 Pa8/19 Ba8/20 HR8/21
	Cingalese	Prince	Hal0/4 Bol0/7 NY10/8 Bal0/14		Bow Brazil	IFC	NY8/12 Pa8/15 Ba8/17 Bo8/19 MI8/23
9/29	Malayan	Prince	Hall/3 Boll/6 NY11/7 Ball/13		Mormacdale	Mormac	NY8/15 Bo8/17 Pa8/19 Ba8/21 Nf8/22
					Domingos	Lloyd	N08/19 Ho8/25
PUE	ERTO CA	BELLO			Del Sud	Delta	N08/19
7/15	Santa Paula	Grace	NY7/21		Santos		Bo8/20 NY8/22 Ba8/25 P.8/27
	Santa Paula	Grace	NY7/28		Amentina		NYR/23

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LINE DUE SAILS SHIP Wes-Lar LA9/8 SF9/13 Po9/18 Se9/22 Va9/24 8/15 Siranger 8/18 Del Mundo N09/4 Ho9/9 Delta Pathfinder LA9/7 SF9/9 Va9/15 Se9/16 Pc9/20 8/20 8/26 Del Mar Delta N09/9 Bo9/10 NY9/12 Ba9/15 Pa9/17 8/27 Vigrid Stockard N09/21 Ho9/26 Delta Del Santos 9/4 9/9 Del Norte Delta N09/23 9/13 Del Alba Delta N09/30 Hol0/5 Bol0/1 NY10/3 Bal0/6 Pal0/8 9/17 Buenos Aires Del Sud Stockard Delta N010/7

SAN JOSE

LA7/31 SF8/3 Se8/9 7/31 Anchor Hitch Grace LA9/12 SF9/15 Se9/21 Csti Avnturer Grace LA10/15 SF10/18 Se10/24

SANTOS

7/11 Paranagua NY7/27 Bo7/29 Ba7/30 Pa8/1 Brodin Cuba Lloyd N07/30 Ho8/4 7/12 Grey Master Nopal N07/30 Ho8/1 7/13 A steamer Lloyd NY8/3 Buenos Aires Ho7/31 NY8/2 Ba8/4 Pa8/6 Stockard NY7/28 Pa7/30 Ba7/31 Bo8/3 MI8/7 7/15 Bow Canada IFC. N08/4 Ho8/9 7/15 Del Valle Delta 7/15 Jx7/30 Ba8/3 Pa8/5 NY8/6 Bo8/8 MI8/12 Mormacyork Mormac NY8/4 Bo8/7 Pa8/10 Ba8/11 Nf8/12 NY7/31 Bo8/3 Pa8/5 Ba8/7 Mars 7/16 7/17 Mormacnice Mormac 7/19 NY8/2 Brazil Mormac LA8/9 SF8/11 Va8/17 Se8/18 Po8/19 7/19 Foreste 7/21 Del Norte Delta NO8/5 Lloyd NY8/4 7/23 Nicaragua Falkarger LA8/20 SF8/25 Po8/30 Se9/2 Va9/4 Wes-Lar Brodin Ba8/8 NY8/11 Bo8/13 Pa8/14 NY8/7 Bo8/9 Pa8/11 Ba8/13 7/23 Sagoland 7/24 Mormacdawn Mormac Holberg 7/27 7/28 Del Monte Delta NOR/17 Hr8/22 NY8/15 Bo8/17 Pa8/19 Ba8/20 HR8/21 7/29 Alwaki Hol-Int Mormacdale NY8/15 Bo8/17 Pa8/19 Ba8/21 Nf8/22 7/30 Mormac 7/30 Bow Brazil NY8/12 Pa8/15 Ba8/17 Bo8/19 MI8/23 8/1 Domingos Lloyd NG8/19 HoR/25 Mormacgulf 8/1 LA8/28 SF8/31 Po9/5 Se9/7 Va9/9 Mormac Jx8/19 Ba8/23 Pa8/25 NY8/27 Bo8/29 MI9/2 8/4 Del Sud Deita NO8/19 Stockard B38/20 NY8/22 Ba8/25 Pa8/27 8/5 Santos

8/11 Mormacswan Siranner 8/14

9/1

9/8

9/11

9/16

7/20

8/2

8/5

8/7

7/16 Cuba

7/17 A steamer

9/15 Del Alba

Del Valle

Nicaragua

Del Monte

Domingos Del Mundo

Del Santos

Argentina Del Munde 8/18 Pathfinder Del Mar 8/25

Delta Stockard Vigrid Del Santos Del Norte Del Alba 9/22 Del Sud

Delta Deita Delta Stockard Delta

Mormac

Wes-Lar

DAR

N09/21 Ho9/26 N09/23

Bol0/1 NY10/3 Bal0/6 Pal0/8 N010/7

NY8/23

N09/9

N09/4 Hc9/9

NY8/26 B38/28 Pa8/30 Ba8/31 Nf9/1

LA9/8 SF9/13 Po9/18 Se9/22 Va9/24

LA9/7 SF9/9 Va9/15 Se9/16 Po9/20

Bo9/10 NY9/12 Ba9/15 Pa9/17

VICTORIA

N07/30 Ho8/4 Lloyd Lloyd NY8/3

Delta N08/4 Ho8/9 Lloyd NY8/14 NOS/17 HoS/22 Delta N08/19 Ho8/25 Lloyd N09/4 Ho9/9 Delta N09/21 Ho9/26 Delta N09/30 Ho8/5

TEA BERTHS

COLOMBO

7/20 Silverbeam 7/21 Taft Leoville 8/4 Polk

Barb-Frn Gulf8/30 JavPac LA9/4 SF9/9 Po9/15 Se9/18 Va9/20 Am-Pres NYR/29 Bo9/5 LA9/23 SF9/27 Barb-Frn Gulf9/16

Am-Pres NY9/12 Bo9/10 LA10/10 SF10/13 Ha9/3 Bo9/6 NY9/7 Ba9/13 Prince Maersk

Prince Hal0/4 Bol0/7 NY10/8 Bal0/14 Hall/3 Boll/6 NY11/7 Ball/13 Prince

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8/12 Cingalese Prince Hal0/4 Bol0/7 NY10/8 Bol0/14 9/17 Malayan Prince Hal1/3 Bol1/6 NY11/7 Bal1/13

DJIBOUTI

7/16 Exhibitor Am-Exp Bo8/5 NY8/7
7/19 Oluf Maersk NY8/14
8/18 Lexa Maersk NY9/9

COCHIN

7/10 Eastern Prince Prince HaB/3 Bo8/6 NY8/7 Ba8/13
7/11 Exhibitor Am-Exp Bo8/5 NY8/7
8/10 Javanese Prince HaB/3 Bo8/6 NY8/7 Ba9/13
9/10 Cingalese Prince HaB/3 Bo8/6 NY8/7 Ba9/13
10/10 Malayan Prince HaB/3 Bo8/6 NY8/7 Ba8/13

HONG KONG

7/14 Cleveland Am-Pres SF8/1 Am-Pres NY9/12 Bo9/19 Am-Pres LA8/3 NY8/18 Ba8/23 Bo8/26 7/16 Polk 7/18 Mormacfir Maersk SF8/11 LA8/14 NY8/30 7/18 Anna Barb-Wn SF8/11 LA8/13 NY8/27 7/20 Talleyrand Am-Pres NY9/26 Bo10/3 Maersk SF8/26 LA8/29 NY9/14 7/28 Arthur 8/3 Peter 8/5 Barb-Wn SF8/28 LA8/30 NY9/14 Tungsh 8/13 McKinley Am-Pres NY10/10 Bo10/17 8/16 Harding Am-Pres LA9/1 NY9/16 Ba9/21 Bo9/24 Jeppesen SF9/11 LA9/14 NY9/30 8/20 Tiawan Barb-Wn SF9/11 LA9/13 NY9/27

KOBE

7/10 Trein Maersk SF7/28 LA7/30 NY8/15 7/11 Polk Am - Pres NY9/12 Bn9/19 7/11 Land Pioneer NY8/12 7/18 Cleveland Am - Pres SF8/1 Am - Pres NY9/26 Bol0/3 7/22 Arthur 7/25 Maersk SF8/11 LA8/14 NY8/30 Anna 7/26 Talleyrand Barb-Wn SF8/11 LA8/13 NY8/27 8/8 McKinley Am-Pres NY10/10 Bo10/17 Maersk SF8/26 YA8/29 NY9/14 8/10 Peter 8/11 Tungsha Barh-Wn SF8/28 LA8/30 NY9/14

SHIMIZU

7/12 Trein Maersk SF7/28 LA7/30 NY8/15
7/13 Land Pioneer NY8/12
7/27 Anna Maersk SF8/11 LA8/14 NY8/30
8/12 Peter Maersk SF8/26 LA8/29 NY9/14

TANGA

7/10 Afr Crescent Farrell NY8/20 7/16 Siberoet Royal-Inter LA9/5 SF9/9 7/20 Ruth Lykes N08/21 Afr Lightning Farrell NY9/8 7/29 Royal-Inter LA10/6 SF10/10 8/13 Toggeveen 8/20 William Lykes N09/24 NY9/30 8/23 Afr Planet Farrell Royal-Inter LA11/11 SF11/16

УОКОНАМА

7/14 Land Pioneer NY8/12
7/15 Trein Maersk SF7/28 LA7/30 NY8/15
7/20 Cleveland Am-Pres SF8/1
7/30 Talleyrand Barb-Wn SF8/11 LA8/13 NW8/27
8/5 McKinley Am-Pres NY10/10 B010/17
Barb-Wn SF8/28 YA8/30 NY9/14
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Accepts freight for New York, with transshipment at Cristobal, C. Z.

Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

Rochester coffee man dead

Howard D. Owen, office manager of William S. Scull Co. in Rochester, N. Y., died of a heart attack at the age of 47.

A native of New Jersey, Mr. Owen came to Rochester two years ago. His wife and three children survive.

Louvain Coffee admits adulterating product

In a case which brought coffee adulteration into prominence, the Louvain Coffee Co., New York City, was charged by the Food and Drug Administration with adulterating coffee marked "100% pure."

The firm admitted in Federal Court that it stretched out

the contents of its packages with cereal.

At the same time the firm's president, Herman Weingast, pleaded innocent to the four-count criminal information filed by the Food and Drug Administration. If convicted, he could get a \$1,000 fine and a year in prison on each count.

The government charged that two coffee shipments delivered by the company to a Newark restaurant were adulterated although they were labeled "100% pure."

H & H Coffee markets "mixture"

Add to the list of coffee mixtures appearing on the market a product called JAV-O.

It is being marketed by the H & H Coffee Co., San Antonio, Texas of which G. P. Menger is president.

Here is how the company describes the product:

"JAV-O is a new coffee mixture of rich coffees and a neutral, healthful ingredient which protects coffee flavor and aroma. The new coffee mixture saves the housewife up to 35 cents per pound and can be used for all methods of coffee brewing."

Eibert introduces new coffee "mixture"

The Eibert Coffee Co., St. Paul, Minn., is introducing, through supermarkets, a new coffee-cereal-and-chicory product called "Old Orleans."

Coffee men urge public relations "crusade"

(Continued from page 9)

has been accompanied by a rising howl of protest from the American consumer, who generally feels that the increase has been unwarranted and who is strongly resisting the higher

"No one connected with the coffee industry can afford to ignore this situation. And we, who are importers and roasters of coffee in the New York area, feel very strongly that it would be to the advantage of all concerned if two cents per pound of green coffee were set aside by the growing countries to provide a sizable advertising budget to be expended annually in the United States to insure continued prosperity for the coffee industry.

'Coffee has formidable competition in the beverage field, such as beer and cola drinks which spend far more than two per cent for advertising and promotion. To those growers who are concerned only with the tight supply situation of the moment, we must point out that advertising takes time to work, that its effect is cumulative, and that it might be compared to a new coffee plant, which takes three to five

years to reach fruition.

"We strongly urge all who are concerned with the business of production and distribution of coffee in the coffee growing nations to seriously consider the imposition at the earliest possible moment of a two-cent per pound tax on all coffee exported to the United States for the purpose of making available a substantial advertising budget. The future of the coffee business depends upon it!



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Coffee Movement In The U. S. Market

(Figures in 1.000 bags)

	fota!	Brazil	eliveries—fro	om: Total	Brazil	Others	of Month
	r.mine-			1000	137.4711	()(mr)	
		1952					
December	2,002	955	894	1,849	822	216	1,038
		1953					
January	1.764	804	942	1.746	730	321	1,051
February		721	948	1.669	756	441	1,197
March		734	1,022	1,756	832	438	1,270
April		753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	634	403	1.047
Tune		576	744	1,320	475	374	849
uly	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October		732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228
December	2,181	1,142	1,095	2,237	1,203	332	1,535
		1954					
anuary	998	838	821	1,659	1,075	385	1,460
ebruary	1,746	664	1,278	1,942	881	511	1,392
larch		735	1,224	1,959	755	479	1,234
April	1,350	634	814	1,448	852	365	1,217
May		532	499	1,031	687	362	1,049
une (1-28)		270	666	936	452	439	891

The coffee outlook

As we have maintained in this corner all along, the most decisive factor in shaping future market levels will be the effect of the price situation on American demand.

Enough evidence is on hand to indicate that the supply situation is on its way toward an easing of the current tightness. Increased plantings, plus recovery from frost damage in Brazil, should make itself felt very definitely in about a year.

From then on out, the trend should continue in that direction on supplies.

In the meantime, however, hesitations in American demand are enough to set the market trembling.

An example last month was the report that Brazil's carryover on June 30th would be larger than expected by 700,000 bags-or a total of 2,700,000 bags.

The market response was prompt and definite.

What became clear was the source of the increased carryover-a slackening in shipments from Brazil to the United States in the past two months.

From just such figures as these (see the table at the head of this page) may come, in time, the answer to the question of what's happening to demand for coffee in this country.

The carryover report, and the response, was serious enough for Horacio Cintra Leite, U. S. representative of the Brazilian Coffee Institute, to issue a press release.

He said the talk of increased availability of Brazilian coffee and a consequent possibility of lower prices was premature by at least one year.

He acknowledged that unofficial estimates of the carryover had been raised, and added: "Unfortunately, this unofficial estimate was arrived at largely by adding onto the previously estimated carryover the supposedly unsold bags of coffee theoretically resulting from the decline in sales to the United States registered in May and the first two weeks in June."

Mr. Cintra Leite said this failed to take into account other important factors, such as: increased sales to Europe; and the probability that the May and June (Continued on page 56)

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Editorials

The crusade for "a good cup of coffee"

An industry crusade for "a good cup of coffee" may now be in the making.

The National Coffee Association's board of directors came to grips with the problem at Pebble Beach. It decided an industry-level public relations drive—on a really large scale—is now a necessity.

A committee named by NCA President O'Connor is meeting to find ways and means to finance such a drive.

The ferment in the trade is breaking into sight.

City and regional coffee associations have voted resolutions of support for NCA's decision on public relations.

The New York Coffee Roasters Association has proposed to the Pan-American Coffee Bureau a bold two-cent per pound tax on all coffee exported to this country to make available a "substantial" advertising budget.

Probably the most startling action of all was in New Orleans.

On June 17th the Green Coffee Association there began its own ten-week schedule of spot advertising for coffee over radio station WSMB!

This action was coffee pioneering. It opened new fields for initiative in emergencies by local coffee associations.

The ferment within the industry has been growing, fed by a growing awareness that the position not only of individual brands but of the overall coffee market is under serious

That threat, coffee men are realizing more clearly, is real. They see it in their own sales figures.

They see it in the spreading rash of coffee "mixtures."

They see it in the inroads made by coffee extenders.

They see it in the new claims for stretching coffee by using high roasts.

They see it in the steadily mounting brand appeals on the basis of more-cups-to-the-pound.

They see it, beyond any mistake, in the enormous budgets competing beverages are putting into promotion . . . in the case of milk, \$4,000,000 specifically to turn the coffee break into a "milk break".

The inroads are not yet disastrous. But they can become so. And already they have dug deeper than many members of the trade realize.

Take a specific instance with coffee extenders.

The United Air Lines, one of the major lines in the country, has proudly stated in the past that it serves "the finest meals aloft."

Now "on sections of its lines" United is using an extender—Buisman's Famous Dutch Flavorings.

According to the instructions for this extender, the product is supposed to *double* the number of cups yielded by a pound of coffee.

United feels the use of the extender is "productive of economy," and at the same time delivers "a brew which is most palatable and enjoyable."

What we have is one instance where a big market for regular coffee has been chopped in half.

The industry is laid wide open to such damage by poor coffee brews.

Consider the report on Buisman's Famous Dutch Flavoring by Jane Nickerson in the New York Times.

The Times home economist followed directions, Miss Nickerson said. Four-fifths of an ounce of the extender—a rounded tablespoon—was mixed into one pound of coffee. The coffee was then brewed, using half as much as usual.

Here are some of the comments by Miss Nickerson, who was skeptical to begin with:

"The coffee was not the best in the world, but it certainly was equal to much that is brewed in homes and restaurants in this city . . . It was average coffee at much less than average cost."

The more-cups-to-the-pound pitch is returning a sober harvest.

The fact is, watered down coffee is vulnerable—against extended coffee, against other beverages.

Any temporary brand advantage gained by the more-cups appeal is now too dangerous to the company using it, and to the industry as a whole, to be worth the risk.

On an individual company basis, the time has come for a turn to positive appeals—selling coffee on the basis of its merits as a beverage.

This shift will come more readily if an industry-level crusade for a good cup of coffee becomes a reality.

Such a crusade can transform the climate within the industry. It can move the trade's merchandising and advertising thinking toward more constructive ground. It can set the pace for a change from defensive coffee selling to aggressive action to hold present volume and tap new potentials.

Such a crusade can sell the American public all over again on the fact that "there's nothing like a good cup of coffee."

To do these things, it would have to be a united crusade. The resolutions, the proposals, the decisions on public

relations by the trade are all to the good.

They show the industry is beginning to act, that a massive public relations effort for coffee is beginning to take shape.

What that shape will be is not clear-yet.

It is clear, however, that it should be such as to channel into a single, unified effort all the reserves of money, energy and initiative in the industry.

It should be on a scale set by the size of the challenge: the most serious threat to its market faced by the industry in recent times. Importers
to the Tea Trade
since 1846

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

teen-agers take to tea

Junior Achievers like industry's vigor, start own tea packing firm

By BETTY STEWART, Director
Tidewater Food Products Co.
(A Junior Achievement Project)

It wasn't just by chance that tea was selected by West Point, Va., teen-agers for this Junior Achievement project.

They checked many products. But they liked tea best. They liked the industry's vigor, the aggressiveness of its overall promotion, the impact of the specific advertising and merchandising aids.

They liked the industry's cooperation, as it came from the Tea Council.

There is a fitting sequal to this story. We're giving it to you here, rather than at the end:

The Tidewater Food Products Co. won first place in the national Junior Achievement competition as the best project in its industry category.

West Point, Va., High School students with a yen to become businessmen and business women are getting a preview of what being in the tea business is like.

Twenty-two girls and three boys, all students at West Point High School, organized the Tidewater Food Products Co. to pack and distribute tea bags.

The company is one of 1,816 teen-age firms in the United States operating under the Junior Achievement program. The company is sponsored by the Chesapeake Corp. of Virginia, a large pulp and paper mill which also controls the David Weber Co. of Philadelphia, corrugated box manufacturers. A. D. Rennie, comptroller of Chesapeake, is the business advisor to the group.

Junior Achievement is a national, non-profit organization which offers high school students between the ages of 15 and 21 years the opportunity to learn about business by actually forming their own miniature corporation, producing and marketing a product or rendering a service. It gives the youngsters a laboratory in which they can practice the theories which they learn in the classroom.

The kids start from scratch in the fall of the year. Capital is raised by selling stock at 50 cents a share. The young capitalists sold 400 shares to 148 stockholders in West Point, Va.; Richmond, Va.; New York City; and even Hamburg, Germany.

They selected tea bags as the product they would market and placed an order in November for a high grade Ceylon and Java blend. An attractive tea carton was selected, and when packed was wrapped in cellophane.

The Tea Council assisted the group by supplying advertising and promotional material which tied in with the "Take Tea and See" program.

In order to acquaint everyone with the product, a sample tea bag was distributed to every home in West Point. In addition, a contest for a name for the tea was held and a \$25.00 defense bond offered for the best name submitted.



Tidewater Food Products holds a sales meeting. At the desk; Patsy Kruse, Shirley Foster, Betty Greene and Rebecca Turner. Standing: Temple Hooper, sales manager, and Rose Sniegon.

At its January meeting, the board of directors discussed various methods of conducting a sales campaign. With the rise in coffee prices, this industry was receiving adverse publicity, but our board of directors refused to capitalize on it, preferring to sell our tea strictly on its merits. This proved to be the best policy, because it allowed us to concentrate our sales effort on the qualities of tea, how to make tea and the enjoyment derived from tea.

The following slogan was used in our advertising:

Tea
Encourages
Ambition
"Take Tea and See"

Officers of the company are Rose Sniegon, president; Barbara McGowan, vice president; Betty Greene, treasurer; and Virginia Sniegon, secretary. The board of directors consists of the above officers plus Elizabeth Grown, Temple Hooper, Betty Stewart, Heywood Walton, Beatrice Sikes, Betty Sturtz, Joann Jacks, Anna Dunn, Mary Ann Dorish, Phyllis Bew, and Alice Jean Miller.

Interest in tea goes far beyond the packaging and distribution of the product. We have explored the history of tea, and your writer, Betty Stewart, is now engaged in writing a "History of Tea from 3,000 B.C. up to the Present."

With this history, an exhibit is being prepared for entry in the 1955 science contest. Research has revealed many interesting things not previously publicized. Included in this exhibit is a photostatic copy of a page from "A Guide to the Captains of the Dutch East India Company Ships",

(Continued on page 56)

62,000 keep Iced Tea

Look what happens to sales when your salesmen promote Iced Tea on a year-round basis





Down only 20% from summer peak

"We've been serving Iced Tea right through the winter for several years. Believe me, it's wonderful when you can sell several thousand glasses every week of every month. In fact, 20% less than our peak summer sales."

George H. Westermeyer, Jr.

Mjr., Slater System Cafeteria
Bendix Radio Corp.

Towson, Md.



"We figured our company could make extra profits from Iced Tea by serving and promoting it all year round. The public has proved us 100% correct. We estimate that serving Iced Tea 12 months of every year has meant \$10 a day."

Henry P. Jensen
 Owner, Ole's Waffle Shop
 Oakland, Calif.



4 to 6% more profit on beverages

"Even in the coldest weather—and it gets down below freezing in Norfolk—we've found that people drink a lot of Iced Tea. We figure that Iced Tea has made it possible for us to make 4 to 6% more

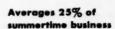
the winter season."

—Linwood Burroughs

Burroughs' Restaurant

Norfolk, Va.

profit on beverages during



"A while back we decided to see what would happen if we made Iced Tea available all year round. In 1952 during the cold winter months our Iced Tea volume averaged 20 to 25% of our summertime business."

—E. L. Lommasson Manager, U. S. Dept. of Agriculture Cafeterias Washington, D. C.





Restaurants on their menus ALL YEAR*!

The profits restaurant owners are enjoying now from Iced Tea need *not* stop with the end of summer.

You'll find proof of this in a survey conducted by the Tea Council in cooperation with the National Restaurant Association.

This survey shows that Iced Tea is such a year-round money-maker that 62,000 restaurants (1 out of every 6 in the country!) keep it on their menus all year.

You can open up a whole new tea market for your brand by planning now to include Iced Tea in your fall and winter sales campaign.

As 62,000 restaurant owners prove, Iced Tea profits don't have to hibernate until spring. See what a difference Iced Tea all year can make in your sales.

tea council

500 Fifth Ave. - New York 36, N.Y.



the outlook for tea

What is the world outlook for tea? What new factors will shape demand and available supplies? Here is one answer, as offered by W. S. Cresswell & Co., Calcutta teabrokers.

The outstanding event in tea in 1953 was the remarkable increase in the level of consumption in the United Kingdom and the United States. It must also not be forgotten that consumption in India has increased by an average of 9,000,000 pounds each year in the last 14 years and is now estimated to be some 190,000,000 pounds annually. As a result of these sharp increases, demand in 1953 was greater than supply, and prices rose in a spectacular manner.

Before attempting to forecast trends in 1954-55 we must

- 1. Exactly by how much world consumption in the past season outstripped production.
- 2. To what extent the new level of consumption can be met by larger crops in the coming season, or from stocks.

This is best done by an examination of production and consumption figures in the past 12 months and an appraisal of the stock position now.

Production—Crop returns for 1953-54 show that world production in 1953 was 13,000,000 more than in 1952.

Consumption—Excluding China, the United Kingdom with the United States and India drink some 60 per cent of the world's teas, and these countries increased their consumption in the past 12 months as follows:

								r	n	il	1	ic	n po	ounds
United Kingdom		×		ě.				×					.44	
United States														
India (estimate)		¥							,				. 8	
Total														

Assuming that consumption in other countries showed on balance no change—all reports indicate that, if anything, it increased—world consumption during the past season was up by at least some 63,000,000 pounds.

In addition, the trend of consumption in the United Kingdom during the last six months shows a further sharp upward tendency, as is illustrated by the following figures (in million pounds) which allow for re-exports:

Annual Con- Increased sumption Rate Consumption on 1952

JanDec., 1952 426	-
JanDec., 1953 460	34
July-Dec., 1953 470	44
JanDec., 1954 504	78

With world consumption up 63,000,000 pounds while production advanced by only 13,000,000 pounds, we can conclude that there was a deficit of some 50,000,000 pounds in 1953-54.

Stocks—This deficit of 50,000,000 pounds was made up out of stocks carried over from the previous season in the following manner (in million pounds):

A. From stocks of 1952-53 "slump teas" in producing countries on April 1st, 1953, and	
exported in the past 12 monthsIndia	34
Others	5
	39
B. From stocks in consuming countries	
(mainly U.K.)	11

Total . . 50

These figures require a little explanation or "proof," which is adequately supplied by the following figures on exports from India, 1953-54 (in million pounds):

exports from india, 1955-54 (in million pounds):	
North India (April 1st, 1953, to March	
31st, 1954)	388
South India (April 1st, 1953, to March	
31st, 1954)	75
Total	463

	Green Tea				Black Tea			Other Tess		Total		
Countries	Quantity	Value	Average Price	Quantity	Value	Average Price	Quantity	Value	Average Price	Quantity	Value	Average Pric
N. AMERICA	3,93,411	589, 588	39.3	800, 400	94,995	29.1	19,176	1,696	38.7	4,488,007	625,963	37.1
U. S. A. Hawali Canada Monico	9,363,395 61,168 497,094 9,868	450, 976 14, 804 64, 669 566	80.8 66.0 36.1 60.3	205, 500	60, 366 21, 526	99.8	6, 597 7, 486 98	100 100 10	8.4 4.5	1, 865, 843 63, 684 497, 177 919, 868	824, 314 15, 283 64, 688 31, 791	37.1 61.4 86.1 28.1
S. AMERICA	1.000	**1	389.7	589, 584	66, 273	35.2	100	13	41.7	\$44,000	60,000	35.4
Venezuela Peru Chile Uruguay	1,414	35 8%	878.7 101.8	490,000 49,079	41, 779 6, 501	95.0 96.0	100	15	4.7	11. 000 400, 500 40, 978	15 601 61,772 6,501	878.7 98.5 86.0
ARIA	4.394,000	483, 443	26.6	395, 913	13, 913	18.7	13,841	912	19.7	4, 400, 821	416, 306	26.2
Ryuk pa lahanda Karvan Engudir Hongkong Indo-Chilu Malayan Union Mulayan Union Mulayan Bapublic Indiagnion Republic Indiagnion Afghanian Afghanian Handi Arahin Byrian Engublic Lebanion	900, 779 684, 360 1, 798, 346 2, 500 7, 780 1 18, 784 159, 794 2, 500 93, 860 104, 254 2, 500	60, 475 369, 686 374 775 1 1 54, 860 13, 901 4, 1,762 20, 202	34.0 30.4 25.4 25.4 39.7 37.0 377.7 37.9 38.8 46.8 38.7	78, 770 101, 360 1, 111 15, 780	\$ 4079 \$ 400 1 188 2,004	16.1 17.4 	11,772	39:12011111111111111111111111111111111111	19.4 8.4 - - - - - - - - - - - - - - - - - - -	1, 000, 300 600, 310 1, 708, 300 600 1, 111 35, 700 8, 500 7, 700 100, 704 110, 704 125, 500 204, 250 3, 500	87, 156 90 72, 986 166, 682 70 164 8 787 787 1 164, 692 13, 591 4, 106 20, 284 20, 284	29. 4 81. 6 81. 6 47. 8 48. 7 29. 7 27. 7 27. 7 27. 8 31. 5 40. 3 26. 7
EUROPE	694, 341	66, 600	22.7	364, 697	27,065	29.3	3	1	100.1	160, 301	77,000	35,1
Sweden England Notherlands Belgium France W. Germany Switzerland Fortugal Spain Italy	130, 350 36, 750 26, 750 264, 540 13 1, 751 57, 500	4, 285 4, 015 27, 500 4 990 4, 494	9.5 40.3 36.4 106.6 46.4 21.7	3 109, 844 397, 796 40, 600 4, 875 	10,804 90,606 4,585 616	27.4 27.4 27.9 81.8 29.5		3	16.1	205, 634 2531, 486 40, 606 288, 346 4, 575 10 1, 751 57, 560 2, 100	14, 399 34, 919 4, 588 27, 309 519 6 290 4, 494 961	185.1 18.1 99.4 81.8 28.4 29.5 166.6 44.4 231.7 34.5
AFRICA	18, 600, 730	1,963,187	29.1	536,686	18,721	34.0	-	-	-	19,745,421	1,900,000	29.2
French Moracca Tangler Algeria Tanisia Libya Bgypt Spanish Morocco Seasgal & Dakar French Cameroons	6, 80-4, 048 1, 907, 489 7, 989, 104 888, 996 874-887 316, 880 30, 750 890 1, 780	986, 158 181, 978 729, 629 84, 199 66, 199 11, 248 1, 577	21.8 26.7 27.5 28.1 20.6 23.6 20.0 61.1	104, 666	14, 721	34.0		111111111111111111111111111111111111111		8, 504, 048 1, 547, 489 7, 269, 104 963, 86 711, 258 106, 380 39, 750 8, 740	998, 153 181, 975 724, 620 84, 190 80, 638 11, 637 80 80, 838	81.8 26.7 27.8 26.1 30.7 19.5 21.1 80.9 51.1
DCEANIA	1,796	294	41.1		13	41.0	-	-	-	3,000	379	41.1
Sariety Jalanda Mayinna Mayshalla Digem	45 1, 259 512	1.6 1.60 94	78.6 34.7 80.2	=	-	41.0	Ξ	Ξ	===	1, 200 612	13 15 180 96	41.0 92.6 94.8 88.2
Total	27, 126, 168	3, 986, 662	29.6	2,008,379	229, 576	29.9	36,139	2,765	2.4	29, 191, 350	8.180,700	39.0

Tea Exports from Japan in 1953

Shown by country of destination, with quantity indicated in pounds and value in United States dollars. Chart prepared by the Japan Tea Exporters' Association, Shizuoka, Japan.

These are the latest figures available at this writing, but with the virtual completion of shipments from Calcutta at the end of February, the position on March 31st can only show a further decline.

No figures are available for other countries, but India in particular is known to have a very low stock of teas for internal consumption.

Prospects for 1954-55

The Opening Stock—The quantity of 1953-54 teas in producing countries now remaining to be exported are the minimum which must in the normal course of events be carried forward from one season to the next, and in the case of North India is negligible.

Stocks in consuming countries, particularly in the United Kingdom, today stand at a figure which, in the light of present consumption levels, can only be described as highly unsatisfactory and cannot, in our opinion, be further depleted without grave risk.

Consumption.—In addition to the large increase in consumption in the United Kingdom and the United States, there is the prospect of Russia entering the market for

Indian teas in 1954, and the likelihood of renewed buying by Iran to further supplement world requirements. In addition, consumption in India and Pakistan has risen from 80,000,000 pounds in 1938 to 210,000,000 pounds in 1952, and we do not believe such a positive trend will easily be reversed. There will inevitably be some consumer resistance at the present price levels, but it must be remembered that tea still remains immeasurably the world's cheapest beverage, and we feel that the new levels of consumption reached in 1953 can be maintained and even increased as soon as producers can step up outturn sufficiently to meet the new situation.

Production. Ceylon.—The outturn last year was 343,-000,000 pounds, an all-time record and an increase of 27,-000,000 pounds on the previous year. Exceptionally good growing weather was experienced and many people consider that a further substantial increase in crop in 1954 is unlikely.

Indonesia.—This country remains in a very unsettled state, and unless conditions change radically for the better, the prospect of any increase on last year's outturn of 80,000,000 pounds is poor.

Pakistan.—Some increase on last year's crop of 53,000,000 pounds may be anticipated, but exports to world markets may, nevertheless, be lower, as producers are expected to offer more tea in the Chittagong auctions for consumption in Pakistan, where an acute shortage of tea is said to exist and prices are considerably above even present world levels.

Africa.—The extra quantities available for export from any increase on last year's outturn of 35,000,000 pounds must be comparatively negligible.

South India.—The outturn in 1953 at 121,000,000 pounds (Continued on page 55)

IHWE

The Time is Now

The increased popularity of Tea in the U.S.A. can be maintained by encouraging consumers to make Tea properly and to appreciate its comforting stimulation.

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK . PHILADELPHIA . BOSTON . CHICAGO . SAN FRANCISCO . SHIZUOKA (JAPAN)

TEA IMPORTERS -

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

a glossary of tea tasting terms



Part 4

In the profession of tea tasting, a host of technical terms are used. Each term has a well defined, specific meaning. This terminology represents a considerable achievement.

You can better appreciate the achievement when you think of what it is the terms describe—relatively slight differences in the seemingly vague realms of appearance, aroma and taste.

This glossary of tea tasting terms, issued by the Scientific Department of the Indian Tea Association, replaces an earlier compilation. It centers on the more common terms used particularly in connection with teas grown in Northeast India.

MELLOW—Describes the liquor of a tea which has matured well; opposite to raw, rasping, etc.

METALLIC—Character of a tea liquor suggesting a bitter taste of metal.

This undesirable taste is usually the result of poor withers

Cases have been known where this metallic character has been present in the tea leaf itself and not acquired in manufacture.

MILLED—Tea leaf which has been put through a cutter. For a tea having a milled appearance (see under "choppy") The term is also commonly used when describing artificially made dusts and fannings grades.

MIXED—Describes an infused leaf which contains a mixture of more than one color. This often indicates insufficient rolling, a kutcha wither, overloading of rollers, coarse plucking or thick spreading in the fermenting room.

The term is also used to describe the leaf appearance of a particular grade which has been badly sorted and contains quantities of other grades.

NEUTRAL—A tea liquor which possesses no pronounced characteristics.

NOSE—The aroma of tea leaf or liquor.

NUTTY—A desirable taste sometimes found in certain Assam teas. More commonly found during the second flush period.

OPEN FLAKY-See "flaky."

PALE TIP—Denotes the color of tip in contrast to golden tip. It is usually the result of over-withering. Pale

tip is generally less valuable than golden tip. (See also under "silver tip.")

PAPERY—A distinctive taste found in the liquors of tea samples wrapped up in paper not recognized by the trade.

PLAIN—A tea liquor which lacks character, quality, good briskness and flavor, though sometimes possessing color and strength. A common term used to describe the poorer quality N. E. India teas manufactured during the monsoon period.

Among the main factors bringing about plain liquors are poor withers, excessive heating of the leaf manufacture, and the withering of wet leaf at high temperatures and high humidities.

POINT—A most desirable brightness and acidity of a tea liquor. This term is more generally used when describing Ceylon teas.

POINTY-A liquor having good point.

PRE-AUTUMNAL FLAVOR—Denotes a certain degree of flavor on early autumnal teas.

PUNGENT—A tea liquor having extreme briskness, astringency and a rasping effect on the palate. A most desirable cup character.

QUALITY—The essential characteristic of a good tea. RAW—A liquor which is raw may be immature or underfermented.

RED—Leaf which is red in color denotes coarse plucking; except during the autumnal period when leaf is naturally hard. It is a characteristic on no-wither manufacture, where the leaf is flaky rather than twisted. In C.T.C. manufacture the red tinge develops from the heavier use of this machine, and in a dust grade is an even more valuable asset than the brown color.

RICH—Describes a mellow liquor which is abounding in quality and thickness. These teas are seldom used without blending, *i.e.*, not self drinking.

ROUND—A desirable character of a tea liquor implying a full liquor, though to a lesser degree.

SANDY—Describes sand content in a dust or small fannings grade. Sand is likely to mix with the leaf if pluckers' baskets are pulled along the ground. Teraporary withering houses with roud instead of cement floors will also tend to bring about this fault. One remedy is to sift

the green leaf immediately before the commencement of rolling. Providing the leaf is in a dry state, the majority of the sand will be extracted.

The McDonald Deflector and Benton Density Sorter will extract a large amount of sand from a dust grade.

An easy test to determine the presence of sand is to blow gently on a dust grade. The tea dust will blow away leaving the sand, which can be clearly seen.

SCORCHED—The term applicable to liquors of teas which have been put into the first firing machine at too high temperatures; closely associated with dryness. Scorched teas often have blistered leaf.

Teas first fired in machines which are not kept constantly fed with leaf are liable to become scorched.

SELF-DRINKING—A straight tea which is palatable in itself and does not require blending before being consumed by the public.

SEMI-LEAF—The description of a broken grade, choppy in appearance, straight and giving the impression of being a manufactured or forced grade.

SHELLY—Dry leaf with a shell-like appearance, similar to open, flaky or flat, but with a slight curve. This fault generally arises from poor rolling and/or withering.

(To be continued)

Canadian Tea, Coffee Association

holds convention at Montebello

Place and date for the seventh annual convention of the Tea and Coffee Association of Canada have been annual convented.

It will take place at the Seigniory Club, Montebello, Quebec, on October 4th-6th.

Premiums include foods, sport items

More light on premium use by coffee and tea packers is shed by further tabulations of returns in the fifth annual survey conducted by COFFEE & TEA INDUSTRIES (See: June, 1954, issue).

The information on the survey responses was highly authoritative. In virtually all instances, the details were provided by top executives in large companies, and by owners in smaller operations.

Titles on the respondents ranged from president and proprietor to partner and assistant merchandising manager. Some of the other positions were buyer, general manager, coffee department manager, vice president in charge of sales, and product manager.

In many instances, the premium operation is handled almost entirely by a specialized agency. This means not only receiving the coupons and delivering the premium, but also making available to the consumer hundreds of assorted premiums.

Other premium items offered by coffee and tea firms so far this year included foods, such as a pancake mix; flowers and plants, especially gladiolas; and sport or recreation items, such as picnic kits, playing cards and binoculars.

These tabulations of premiums do not include the items in the "full lines"—hundreds of premiums available on coupon plans to the consumers of coffee and tea.

A distinct trend toward such continuing "full line" premium plans is visible among coffee and tea packers. A surprising 6 per cent of the respondents—apart from wagon route operators—are now on this type of premium basis.

Wagon route operators, for whom the premium technique is basic, comprised a little over 16 per cent of the respondents using premiums.

TEA TOPS THE WORLD

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street Boston, Mass. 120 Wall Street New York 5, N. Y.

Member: Tea Association of the U.S.A.

383 Brannan Street San Francisco, Calif.

27 food organizations tie in with 1954 National Iced Tea Time

Representatives of 27 leading food organizations attended a luncheon at the Park Lane Hotel, New York City, to launch the Tea Council's anunual promotion of National Iced Tea Time.

This year's event features the iced-tea-menu-of-themonth, with low-cost, low-calorie foods and beverages.

Served at the luncheon was the June iced-tea-menu-ofthe-month—jellied beef consomme, mock Chinese dinner, spiced cling peaches, triscuits and iced tea with lemon.

Edward C. Parker, president of the Tetley Tea Co. and treasurer of the Tea Association of the U.S.A. and Tea Council of the U.S.A., thanked the cooperating food publicists who had combined their efforts to make the iced-tea-menu-of-the-month one of the year's outstanding summer campaigns.

Agreement by participating food representatives to repeat the campaign's theme in all publicity releases and photos, and to use the generic food terms included in each month's menu, means the cooperating companies will benefit equally from the promotion. The various products were divided over a three month period to make up an iced-tea-menu-of-the-month for June, July and August that would be acceptable to food editors and columnists.

Special media meetings were held to determine the destination of hundreds of releases and photos to metropolitan cities, county and weekly papers, syndicates, farm magazines, radio and television stations throughout the country.

One of the outstanding features of the program was the coordinated effort in a "Tea-V Package" mailed to 200 television homemaking shows throughout the nation. Each package contained the products used in each month's iced tea menu, together with a complete breakdown of caloric content, cost of meal, menu recipes, photos and general information of special interest to the diet-minded.

Included was a beverage calorie chart pointing up iced tea as the leader in low-cost and low-calorie popular summer drinks.

Companies cooperating in the Tea Council's Iced-teamenu-of-the-month are Abbott Laboratories, American Cutlery Manufacturers Association, American Spice Trade Association, Angostura Bitters, Associated Independent Canners, Baking Soda Institute, Cling Peach Association, Diet Delight, Grocery Store Products Co., Charles Gulden Co., Jell-O, Minute Rice, Sational Biscuit Co., National Cranberry Association, National Kraut Packers Association, National Pickle Packers Association, National Potato Chip Association, Paper Plate Association, Pineapple Growers of America, Post Cereals, Servel Stahl-Meyer Co., Sunkist Growers, Swansdown Angel Food Čake and Tuna Research Foundation.

Salada Tea runs one cent sale

A special one cent sale has been promoted by the Salada Tea Co. with large space newspaper advertising.

Buy one-half pound at regular price, and "you get 25 per cent extra tea for only one cent more," the ad declared.

The "extra tea" was added to the one-half pound unit in a special package available for a limited time only.



The Tea Council's giant booth at the NRA convention.

Tea Council samples hot, iced tea

at NRA show from 60-foot booth

This year at the National Restaurant Association Convention the Tea Council added 20 feet to its usual 40-foot booth in order to sample both hot and iced tea.

A total of 26,000 people attended the 1954 National Restaurant Association Convention. From the standpoint of the heavy equipment people, it was the largest and best year ever.

From tea's standpoint, the 60-foot spread was a focal point of the one and a half miles of exhibits. Both hot and iced tea were served in full size glasses and cups. Cookies were served with hot tea. Each 14-ounce glass of iced tea had a one-eighth segment of lemon and a sprig of mint. Comments were that they were the best samples at the show.

The display section showed both hot and iced tea services. Equipment for hot tea showed teapots as well as hot water devices. Iced tea equipment was all in various dispensers.

At the movie section, "No Dishes Tonight," the fiveminute Tea Council TV film on dining out, was shown every morning and once every afternoon.

Tea was the subject of panels which were expounding profit in the open meetings held all week.

Milk service instead of cream for the tea service as adding profit and taste was demonstrated from the stage of the open meetings on operation and profit. Milk was served and offered by the tea booth instead of cream. Milk pitchers were marked "milk" on the face in bold letters. Service girls were instructed to say "Try hot tea with milk for more profit and better taste."

During the five-day show, 15,000 hot and iced tea sales brochures were taken by visitors. Many orders for display material were signed up.

The Tea Council's executive director, Anthony Hyde, was a guest of the industry panel before 2,300 people, and was introduced from the stage.

One of the leading dispenser companies took orders for 20,000 iced tea dispensers during the week.

Manning the booth in addition to the Council staff were Rob Compton, Bill Congalton and John Sunderland, of New York; and John Irwin, Tom Hellyer, Gerry Mc-Peak and Irving MacDonald, of Chicago.

Named manager of Tetley's Savannah plant

A. E. I. Falconar has been assigned as manager of the Savannah, Ga., plant of the Tetley Tea Co.

Born on a tea estate in India, Mr. Falconar has been in the tea industry for many years.

Tea Council of Canada formed; Arthur Wilson elected first chairman

A significant step to increase tea sales in Canada was made in Toronto last month with the inauguration of the Tea Council of Canada.

Creation of the Tea Council which comprises producers of India and Ceylon, and the tea trade of Canada, is designed to serve as a promotion and merchandising agency for the stimulation of tea sales throughout the country.

Arthur M. Wilson, of Toronto, was elected chairman of the newly-formed organization.

Mr. Wilson, who is vice president and general manager of the Salada Tea Co., Ltd., the country's largest tea firm, will head the executive council.

The executive body includes Dr. S. Gupta and R. Axel Khan, representing India; H. S. Amerasinghe and E. S. Jesudason, representing Ceylon, and four other Canadians: R. W. Davis, Montreal; S. W. Hoare, Winnipeg; R. B. Brenan, Saint John, N. B., and Paul Higgins, Toronto.

Leonard Akerman, Toronto, has been appointed executive director of the Tea Council of Canada.

The Tea Council of Canada was established to carry out a wide program of research and promotion aimed at improving India-Ceylon trade relations with Canada, and also to stimulate tea drinking habits among Canadians.

Tea Council officials, discussing its merits at the inaugural meeting at the Royal York Hotel, Toronto, said it would be of incalculable support to grocers, restaurants and other tea marketing agencies through the scope of its advertising and publicity programs, as well as through its cooperative organization.

The Tea Council is regarded as setting a precedent in Canadian industry by including both producers and distributors within a common merchandising association.

Among those attending the inaugural meeting were: Dr. S. Gupta and R. Axel Khan, from the High Commission of India in Canada; H. S. Amerasinghe, counsellor of the Ceylon Embassy, Washington, D. C.; D. F. Ewen, chairman of the Ceylon Tea Propaganda Board, Colombo; E. S. Jesudason, organizing director, International Tea Market Expansion Board, London; and representatives of major tea companies from many parts of Canada.

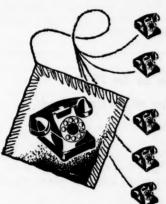
"Encouraging Canadians to drink more tea is the basic reason behind the establishment of this Tea Council," said Mr. Wilson, who acted as spokesman for the Canadian members.

There are no problems of product competition between Canada and the two Asian countries, he pointed out, since "production of tea was not a Canadian industry." However, its distribution in this country meant employment for thousands of Canadians, both directly and indirectly, he added.

The Tea Council of Canada replaces the Tea Bureau which operated in Canada under more limiting circumstances in promoting the consumption of tea. Although of a similar nature to the Tea Council of the U.S.A., the Canadian organization will be a separate body dealing with

(Continued on page 56)

ONE CALL FOR ALL YOUR TEA NEEDS



ICED TEA BAGS—1 OZ.—All Sewed Long String. Heat Sealed Long String. Heat Sealed Stringless.

INDIVIDUAL TEA BAGS—Packed in individualized cartons . . . inner liners and cellophane wrapped . . . winning new friends and extra sales in super markets, groceries and chains.

FAMILY SIZE ICED TEA BAGS—Bigger than ever . . . for bigger profits.

FREE PACKAGE DESIGN—Just ask . . . our art department will create and print a sales-styled package for you at NO EXTRA COST!

USE THIS PHONE—New equipment increases our production . . . speeds service.

AN EASTERN EXTRA . . .

Ask about the new T-CANTER Speed Service Tea Dispenser . . . Designed to Make Better Iced Tea & Sell More Iced Tea For Your Restaurant Customers. Exclusive with EASTERN at factory prices!

ALL SHIPMENTS PRE-PAID



Tea Movement into the United States (Figures in 1,000 pounds)

Black	Mar. 1953		May 1953	June 1953			Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954	April 1954	May 1954
Ceylon	4.963	4,676	3,368	3.678	4.060	4.036	4.832	3.976	1.831	2.575	45.675	3,093	3,756	4,401	7,062	6,749
India	4,982	3,988	3.288	2,524	2,591	1.432	2,334	3,817	2.335	3,107	37,532	4.048	4,049	5129	6,432	3,945
Formosa	70	79	238	52	130	138	159	221	305	404	1.874	469	355	137	131	8
Java	818	792	543	513	783	337	416	758	527	528	6,714	700	904	1,330	1,165	1,114
Africa	270	437	781	498	230	157	327	406	87	112	3,786	66	272	710	517	733
Sumatra	314	287	705	341	439	164	346	518	420	239	4.458	613	593	497	260	629
Misc.	8	3	62	45	139	32	106	102	368	121	1.417	405	306	180	431	845
Green																
Japan	114	38	107	87	185	699	779	314	214	42	2,698	459	60	57	184	226
Misc.	28	9	47	15		10	50	49	68	5	312				31	5
Oolong																
Formosa	17	4		3	1	17	45	53	61	89	266	14	27	11	49	12
Canton					1	18	4	15	11	2	34	1				
Sentd Cntn		4				2	8	15	5		35					
Misc.	15		6			25	4				62	8	3	3		
Mixed		12		2	2			27	5	22	135			2	4	18
TOTALS	11.601	10,400	9.164	7,758	8,561	7.061	9,410	10.262	6.237	7,536	104 998	9,8761	0,315	13,207	16,266	14,285

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Public floods Lipton with novel ideas for tea and tea bags

The voice of the people can be startling sometimes. About 100 letters a day reach the consumer service department of Thomas J. Lipton, Inc., with all sorts of ideas

about tea and tea bags.

Some of these were reported in *Lipton Magazine*, the sparkling house organ edited by June Guncheon.

Here are some of the suggestions:

from tea, your tea. And why not? Your tea is good, isn't it? People drink colas, don't they? It's semething to think about . . . "

"My sister had a wisdom tooth extracted and she could not stop it from bleeding. She applied a Lipton Tea Bag and it stopped right away."

This recommendation joins others of the medicine cabinet variety: tea for burns, skin allergies, diabetes, stomach ulcers and alcoholism. The high fluoride content of tea brought in a letter suggesting advertising Lipton Tea to replace water in areas where the fluoride supply is low. And, of course, someone thought Lipton should play up the natural chlorophyll of tea leaves.

A great deal of imagination has been expended on tea tags. Suggestions call for flavoring or coating tea tags in case one should slip into the tea—mint, rose, or rum.

Tea bags should be shaped like cardboard butter patties to hold the tea bag after taking it from the cup, or tags should be twice the size so they can be wrapped around the tea bags and used as squeezers.

Another inventor had a trick iced tea glass with a device to prevent ice from sliding down onto the nose.

Someone is ever proposing that Lipton have mint flavored tea bags or pack lemon concentrate with the bag, or maybe powdered cream and sugar.

Tea Association reaffirms brewing points

The Brewing Committee of the Tea Association of the U.S.A., at the request of the board of directors, has reaffirmed these specific brewing instruction points:

For hot tea, use one tea bag or one teaspoonful for each cup and brew from three to five minutes.

C. William Felton on European tour

Due back early this month from a six-week tour of the Continent, England and Scotland is C. William Felton, vice-president of Henry P. Thomson, Inc., and the Tea Association of the U.S.A.

Mr. Felton was accompanied by his wife on the trip, which combined business with vacation.

Plans shaping up for 1954 tea convention at Bretton Woods

The Tea Association's ninth annual convention may be the biggest one yet.

Indications are that interest in tea events is moving onto new and higher levels. The turnout at the recent mid-year meeting of the Tea Association, for example, was a record

This mounting interest is considered natural, in view of the current expansion of the market for tea in this country.

This situation is expected to make the 1954 convention one of the most effective yet held.

It will take place at the Mount Washington Hotel, N. H., September 19th-22nd.

C. William Felton has been named general convention chairman for a second year by Tea Association president Somuel Winokur.

(Continued from page 49)

was a record, but there may well be scope for a further increase in 1954.

North India.—There is no doubt that in the coming season the North India outfurn can, and given reasonable weather will, be considerably greater than the 487,000,000 pounds produced in 1953 and we think that to anticipate a crop of 525,000,000—an increase of 38,000,000—would not be exceptionally optimistic.

To summarise, we consider 50,000,000 pounds to be a generous estimate of the increase in outturn from the above countries in 1954 as compared with 1953, and there is no doubt that the bulk of this increase must necessarily come from North India.

Conclusions

This 50,000,000 estimated increase in production in the coming season will be barely adequate to maintain the present consumption levels—shown to be 50,000,000 pounds ahead of production in 1953—and any improvement in the unsatisfactory state of stocks must, we think, be postponed until 1955.

From the foregoing there would seem to be little likelihood of any weakening in the price of tea from the present excessively high level, but as crop figures become available, slight periodic recessions may occur, though if our reasoning is only fairly accurate, they must be of short duration.

It is known that producers are obliged to replenish greatly depleted financial reserves and build up a more realistic cash position for the future, and assuming that this can to a great extent be accomplished if 1954 is as satisfactory for them as 1953, they will be the first to welcome a lower level of prices for their tea that is more in keeping with production costs, since a continuance of present conditions might well lead to further impositions either from labor or government.

New York trade in big turnout for Tea Club's June meeting

The final meeting of the spring season for the Tea Club, informal organization of members of the trade in the New York area, turned out to be a small convention.

More than 115 tea people were on hand.

The dinner meeting, the last until next October, took place at the Antlers Restaurant, on Wall Street.

The new television spots to be used in this year's iced tea campaign were presented.

The tea folk enjoyed pithy comments on his kinfolk by John Henry Faulk, of the Columbia Broadcasting System.

Chairing the event was Allan McKissock, Jr., president of the Tea Club.

Tea invades Coffee Mill

Should it now be known as Coffee and Tea Mill?

The Coffee Mill, elite New York City dining rendezvous, has opened a Sculpture Garden as an adjunct to the main dining room for the service of tea.

The old menu listed 19 different coffees from all over the world. The new one now includes 20 different teas, Ming Teas supplied by the Stephen Leeman Products Co., New York City. The design and architectural plans for the open air garden were created by Jorge Ugarte Melean, Bolivia's most distinguished architect.

The main dining chamber and the coffee cloche room are exhibiting the works of four young painters. The "Sculpture Garden" is exhibiting the pieces by John Hovannes, internationally famous sculptor.

Lipton gets new tea bag machines from Germany by air freight

Eight new Constanta tea bagging machines were recently shipped from Stuttgart, Germany, to Thomas J. Lipton, Inc., at Hoboken, N. J.

The machines went by air freight. They made the trip from Germany to New York in 26 hours.

Four days after leaving Stuttgart, the machines were in full operation in Lipton's Hoboken plant.

Lipton's use of air shipment also included the transfer of six Pneumatic Scale Corp., Ltd., tea bagging machines from Hoboken to Galveston, Texas.

Iran looked for more per-acre yield on tea, rather than more plantings

In Iran it is more important to increase the yield per acre and the quality of the tea than to increase the acreage of cultivation.

Tea production in Mazanderan, Iran, covers a large area, but the bushes are often stunted, with few branches and little foliage. A well-tended bush can give more leaves and a better quality than ten badly kept bushes.

Fine Quality Tea— Always

Clement M. Hakim Tea Importer 91 Wall Street New York 5, N. Y. (Continued from page 45)

published in London in 1779, explaining how to determine the quality of tea.

What the young business people get out of the effort which makes demands on their after-school time and brings them only nominal pay seems to be the "thrill and excitement" of working together, with the serious cooperation of more adult persons, in a display of incentive that can produce a financial profit and help prepare them for business life. It teaches business principles, and in larger communities has proved useful in combatting juvenile delinquency. Wages are paid at the rate of 20 cents per hour, and directors receive a fee of 25 cents per each meeting attended.

Within the national Junior Achievement organization, a series of achiever, advanced achiever, junior executive and executive pins are awarded. Companies making similar products compete annually for an industry award. A national award is offered for the best annual report; this award is sponsored by the New York Stock Exchange.

The achievers are eligible for scholarships amounting to over \$50,000, offered through some 30 colleges throughout the United States.

Local awards won by the achievers were bestowed at a dinner held at Hotel John Marshall in Richmond, Virginia.

The company has received the coveted "A" award in recognition of its efficient and intelligent management and in commendation of the faithful, dutiful performance of its members.

One of the West Point, Va., achievers is participating in New York for regional honors. Several others are receiving scholarships through the Junior Achievement

But back to the mechanics of running a corporation. The group filed an application for a charter with the national organization, much as a regular firm obtains a charter from its state regulatory body. They named a bank to receive funds and designated officers who may sign checks. A speakers group was formed to address local civic clubs.

The company is already planning for the next semester year, when it expects to market an attractive Oriental tea canister for the Christmas holiday trade. It is felt that there is an excellent market for such an item in this

area. Present plans call for emphasis on iced tea, both for home and restaurant.

The company maintains a complete set of records and prepares weekly and monthly reports for the national office. In May, a report was mailed to all stockholders along with expected dividends. In June, the company as it was set up then was liquidated and all stockholders paid off. When school opens this September a new company will be organized.

The West Point junior business owners planned a shrewd end to their venture at the annual stockholders meeting. They liquidated their business by serving tea and cookies.

Tea Council of Canada formed

(Continued from page 53)

its own problems from a wholly-Canadian viewpoint, it was stated.

The inauguration of the Tea Council took place within a few days of the 238th anniversary of the first tea shipment to North America. It was on June 7th, 1716, that the shipment arrived aboard the frigate Hudson's Bay consigned to Governor James Knight at York Factory.

Last year, Canadian tea imports amounted to 45,000,000 pounds, with India and Ceylon supplying 95 per cent of that total, and the bulk of the remaining five per cent being supplied by British East Africa.

From a per capita standpoint, the Maritime provinces and British Columbia lead in Canadian tea consumption, with Ontario following closely behind. Canadians drink an average of 800 cups of tea per capita annually.

Twenty years ago, Canada's tea imports averaged 38.8 million pounds for the three years 1934-36.

the coffee outlook

(Continued from page 42)

drop in U. S. purchases was only deferred demand, from a wait-and-see-policy regarding Brazil's new coffee crop, which enters the market July 1st.

Resisting considerable pressure to cut its minimums, Brazil made it clear that the export levels would be continued. The government renewed its promise to pay its own fixed price for any coffee that otherwise would be exported for less.

Trade circles feared that any sizeable drop in prices on the New York market would, as a result, be disastrous to Brazil's treasury.

HALL & LOUDON

ESTABLISHED 1898

TEA BROKERS

We offer a comprehensive Tea Brokerage service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

color on your package

Ingle: It can mean "no sale" or ringing of cash register

Color can mean the difference between "no sale" and the ringing of a cash register, George Ingle, Monsanto Chemical Co. color expert, warned at the National Packaging Exposition.

Mr. Ingle, group leader of Monsanto's Plastics Division color research group, pointed out that "to stimulate consumer reaction to a buying pitch, the keynote colors of packages should reflect the public's current color prefer-

"A recent study of color preference in packaging shows that harmonizing colors rather than complementary contrasts are most effective in creating a desire to buy."

For impulse and mass market items, the primary huesred, yellow and blue—in that order are best to produce sales, Mr. Ingle stated. But, he added, as the price increases or style becomes a more important factor, the consumer tends to choose the pastels and more subtle hues.

"Although colors tend to become standardized in relatively narrow ranges at any given time," Mr. Ingle went on, "color preferences run a cyclic pattern over a period of time. Blue is somewhat dormant now but can be expected to have a sharp rise in popularity."

Cheskin: How will the package be affected by color TV?

What can advertisers expect from color TV?

In color TV, is the color in packaging going to be more important than imagery and design?

Answers to these questions were offered by Louis Cheskin, director of the Color Research Institute, Chicago, in a talk to the Radio and Television Research Council.

Each owner of a TV color receiving set will manipulate a primary color register control knob according to his ability, and will adjust a color intensity control knob to suit his own taste," Mr. Cheskin said.

"It is claimed that in the future one knob on the receiving set will control the color intensity and the color register. However, even if that should be true, color standards will still not be completely controlled in the studio. Each color TV set owner will still determine how he wants his color just as he determines how he wants his black and white brightness or contrast. This means that specific color identity of a product or a package will play no part in color TV.

"Color TV should be considered primarily inspirational. Color TV will have tremendous impact. It will be a great emotional stimulant in the home, but it should not be expected to reproduce specific colors accurately. Color TV, like all other media, will have its advantages and disadvantages. Imagery and design will play their roles in color TV as in black and white TV.

"The nature of the modern package will not change be-

Foley: Color on the package is magic in selling to women

Color is magic in selling to women, insisted Jerry Foley, sales promotion manager of the Rossotti Lithograph Corp., in his "Self-Service Merchandiser."

"Successful use of color in packaging comes close to being one of the magic arts," he says. "But like most mysterious forces, if misused it can boomerang, while if wisely and intelligently employed, it can be a most potent sales weapon.

"We presume to speak with some authority on this little understood subject of the proper use of color on packages bought by women. We are in the business of creating and lithographing packages that must appeal to women shoppers in self-service stores, and we are able to study the results in many case histories.

"In creating a package whose sales will rise or fall, depending on how it appeals to women, much more is involved than just the laying on of inks.

"Feminine psychology is involved. Feminine taste is deeply involved. But most of all are involved some of the basic principles of full-color consumer advertising.

"A woman's reactions to color harmonies in food packages are conditioned by her personal tastes in colors. We don't mean she will reject her favorite brand if its colors fail to please her, but today she bas several favorite brands of almost everything she buys in self-service stores.

"So, if her choice lies between several favorite brands, the package whose colors interest and please her has a distinct competitive advantage. Therefore, in designing packages, we take into account the average woman's known tastes in colors. For women buy most of your food packages.

"There has been much research into what colors women prefer in packages. But much of this now is obsolete. Much of it was an attempt to find women's preferences

(Continued on page 60)



ZIMCO Lignin VANILLIN • PARAKEET CERTIFIED COLORS

Sterwin's Zimco brand, produced continuously since 1937 is the *original pure lignin vanillin*. Its present high quality was achieved as a result of continuous research and development in our own laboratories.

Today Sterwin's Zimco vanillin is recognized by the entire Food Industry as **the** top quality product. There is no finer vanillin. Ask the man who uses it. Are Dependable Colors prepared for discriminating buyers. Produced by leaders in the color field for the past 25 years.

- Unlimited Production Facilities
- Complete technical service
- Accurate Blendings
- National Distribution

Parakeet Colors help to stimulate sales.



THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

vanilla tops FEMA discussions

Vanilla, the country's top flavor, was also number one in discussions at the 45th annual convention of the Flavoring Extract Manufacturers' Association, held at the Biltmore Hotel, New York City.

FEMA President William H. Hottinger, Jr., declared at the opening session that continued increases in the prices of vanilla beans might force food processors to turn more and more to synthetics.

"There is a breaking point in the price of any product," Mr. Hottinger said, "particularly of one that is not an absolute necessity, beyond which economics may force a product off the market or greatly curtail its use, "partcularly if a suitable substitute can be found."

He warned that continued price rises would turn vanilla extract into a product for "the luxury class and not the great mass of people in the middle and lower brackets of income."

Raymond C. Schlotterer, secretary of the Vanilla Bean Association of America, faced up squarely to questions FEMA members had posed. (See: "The vanilla market," June, 1954, COFFEE & TEA INDUSTRIES, Page 103.)

"Importers are just as much distressed by high prices as are manufacturers," Mr. Schlotterer said. "Why? Because of the greater financial outlay required for purchasing in today's market, plus the increased risks involved."

He explained that for several years vanilla consumers had received the benefit of very low prices, and as a result plantations were abandoned.

"This is the reason prices are high today," Mr. Schlotterer pointed out. "Vanilla, like coffee, takes a number of years after the plants are set out before it comes into bearing, and it may be several years before any great change is in sight."

The convention reelected FEMA's officers for another term. Mr. Hottinger, who is with Bowey's, Inc., Chicago, continues as president.

Other officers are: first vice president, Don C. Jenks, Foote & Jenks Co., Jackson, Mich.; second vice president, Myron J. Hess, S. Twitchell Co., Camden, N. J.; third vice president, E. N. Heinz, Jr., Food Materials Corp., Chicago; secretary, L. P. Symmes, Baker Extract Co., Springfield, Mass.; treasurer, Lloyd E. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.

On the executive committee are S. M. Kleinschmidt, Liquid Carbonic Corp., Chicago, chairman; Miller Winston, Blanke-Baer Extract & Preserving Co., St. Louis; Dr. A. S. Wendt, Fred Fear & Co., Brooklyn, N. Y.; C. P. McCormick, Jr., McCormick & Co., Inc., Baltimore, Md.

Reporting in the unavoidable absence of Louis Gampert, president of the Essential Oil Association of the U. S., Hans



Hottinger: reelected prexy



Janovsky: research reporter

P. Wesemann reviewed the situation on essential oils.

After many months of very much reduced yields of oil of lemon per ton of fruit, there now seems to be a turning point and yields are again becoming more normal. Mr. Wesemann, vice president of Fritzsche Brothers, Inc., told the convention.

Increase in demand for Florida orange juice and concentrates make available huge quantities of orange oil as a by-product, Mr. Wesemann indicated. Quite often the holder of such oil is satisfied with a price on a "cost plus" basis, with the raw material costing nothing, he added. He suggested that the quality be watched carefully.

No shortage of lime oil is to be expected, and the old law of supply and demand will regulate the price, Mr. Wesemann said.

Mr. Wesemann also summarized the situation in oil of grapefruit, oil of tangerine, oil of peppermint, spearmint oils and oils of anise and cassia.

John S. Hall, executive secretary and general counsel of the association, reported in his usual thoroughgoing way on legal developments affecting the flavor field.

Robert C. Hibben, executive secretary of the International Association of Ice Cream Manufacturers, Washington, D. C., told FEMA that vanilla remained the favorite flavor, accounting for a little over 50 per cent of ice cream production.

Second in the nation's preference was chocolate, Mr. Hibben said, and third was strawberry.

He pointed out that coffee ice cream was in great demand in the New England states.

Flavor problems in ice cream and other frozen desserts were discussed by Dr. John L. Barnhart, technical director of the Dairy Industries Supply Association.

Until now it has been easy for the ice cream plant m nager or production head to put the blame on the flavor salesman when anything goes wrong, he indicated. Now the International Association of Ice Cream Manufacturers has perfected a system of accurate technical information which will place the blame, if any, where it belongs.

Harold Janovsky, chairman of FEMA's Scientific Research Committee, explained the reasons for the questionnaires submitted to members. They will provide data to be submitted in the future to Food and Drug Administration officials.

He pointed out that the flavor industry was confronted with a serious problem by the classification of aromatic chemicals as chemical additives.

Dr. H. Sipple, executive secretary of the Nutrition Foundation, then moderated a panel discussion on chemical additives in foods. Taking part were C. A. Herrmann, FDA's chief of field service in New York City; Dr. S. Sherwood, Sterwin Chemical Co.; G. J. Williams, legal department, Dow Chemical Co.; and Dr. Bernard L. Oser, Food Research Laboratories, Inc.

In what is by now a tradition, 40 flavor chemists assembled for breakfast on the final day of the meeting, under the leadership of Mr. Janovsky.

To have more time for consideration of the many problems which come up for discussion, the group recommended that at future conventions an entire afternoon be set aside for the chemists.

Louis Bohmrich, chief of administration of the United States Mission to the United Nations, outlined economic progress achieved through the U. N.

Food as a fashion item was discussed by Bernice E. Connor, director of editorial liaison for the Ladies Home Journal.

The social program began with the suppliers' hospitality party and wound up with the annual banquet.

Members competed in the annual golf tournament at the Baltusrol Country Club, Springfield, N. J. Guy Bates, of the Bates Chemical Co., won for the third successive year and took permanent possession of the President's Cup, presented by past president L. S. Beggs in honor of his father, the late Frank S. Beggs.

Bulletin on flavors for baked goods

H. P. Kessler, sales manager of Givaudan Flavor: Inc., manufacturer of basic flavor materials, has announced the publication of Technical Bulletin B-1, "Flavor for Baked Goods."

The four-page bulletin contains information on the application of basic flavoring ingredients, spice oil replacements and the use of vanilla specialties, in baked products.

The application of butter, citrus flavors and rum flavors in baked goods is also discussed, and additional details on coumarin replacements are given.

Copies of the bulletin are available upon request.

Issues new brochure on flavors

Now available is a newly revised edition of the "Spiceolate Flavors Brochure" issued by Dodge & Olcott, Inc. Containing 18 pages of listings, formulas and tables for syrup making and salt, the new folder also carries an attractive new cover and format.

Formulas include such products as barbecue sauce, catsup, mustard, oyster or sea food cocktail sauce, pickles, sweet liquor for pickles, piquant sauce, Worcestershire sauce, etc.

Henschel named general sales manager

George F. Henschel, manager of sales for the American Can Co.'s Atlantic division, has been named general manager of sales in the company's general offices in New York City, it was announced by D. B. Craver, vice president in charge of sales.

A veteran of 24 years with the can-making firm, Mr. Henschel joined Canco as an inspector in the Philadelphia plant shortly after his graduation from the University of Pennsylvania's Wharton School of Finance. He transferred to the sales department in 1935 as an assistant in the Atlantic division office in New York.

He subsequently served as a salesman in northern New Jersey, as assistant district salesmanager in Rochester, N. Y., and as district manager in Philadelphia, before his appointment in 1947 as commodity manager of non-food can sales in the Atlantic division. He was named assistant division manager of sales in 1950 and two years later headed the beer can division in the general sales department. He had held his most recent post since December, 1952.

color on your package

(Continued from page 57)

among a very limited range of colors. Because the number of colors and tints that then could successfully be reproduced on a package was very limited. But today there are possible literally hundreds of choices of colors and tints.

"Another point: In modern food merchandising the new viewing distance for packages in self-service stores has made a vital difference in the role color can play in attracting and interesting women. In the old days, packages were designed for distant viewing on wall shelves. Strong colors were softened by that distance.

"But because of today's close-up viewing range, softer colors often are preferable. For women today make their choice from arm's-length distance. Through skillful use of colors your package can get attention. But it should get *interested* attention. It should both *attract* and *hold* the shopper's interest.

"Since color as such is not the prime reason a woman buys your package, but since it is an important factor in arousing and holding her interest in the pictorial and solling message on the package, new color research on how best to use color as a sales tool can avoid serious mistakes."

VANILLA REANS

71 Murray Street,

New York City

some spices are powerful preservatives, ASTA hears at Lake Placid convention

Two natural spices—sage and oregano—were recently found to contain substances with greater preservative properties than some of the most powerful food antioxidants known, according to the research committee of the American Spice Trade Association.

In micro stability tests conducted at the Hormel Institute, University of Minnesota, sage yielded an antioxidant with an index of 28 at 0.02 per cent concentration. In the same test and at the same concentration, butylated hydroxyanisole, one of the most potent anti-oxidants employed in the food industry today, has an index of 10.

The researchers found the antioxidant index of the sub-

stance derived from oregano was 16.

These findings were revealed in ASTA's annual research report, presented at the group's recent convention, held at Whiteface Inn, on Lake Placid, Whiteface, N. Y. Studies on the antioxidant properties of natural spices have been in progress at the Hormel Institute under an ASTA fellowship for the past five years.

Gerrit Leonard elected president

Gerrit Leonard, of C. M. Van Sillevoldt, Inc., was elected president at ASTA's 48th annual meeting. Mr. Leonard served as vice president during the past two years, and before that was treasurer for two terms.

T. Bernard Jones, of The R. T. French Co., was named vice president. He has been on ASTA's board, as chairman of the grinders' section and as an elected director, for the past four years.

Albert E. Keogler, of Albert Ehlers, Inc., active in in-

dustry affairs, was elected treasurer.

Named directors for two years were Howard C. Wolf, of McCormick & Co., Inc., and Harold Gavigan, of B. C. Ireland. Inc.

Retiring ASTA president John J. Frank will serve as an interim director, filling the vacancy left by Mr. Jones, who now serves as vice president.

The Lake Placid meeting also elected a new arbitration committee, and alternates. On the committee to serve

one year are:

Walter D. Archibald, Archibald & Kendall, Inc.; William E. Martin, William E. Martin Co.; Harry J. Schlichting, Harry Schlichting & Co., Inc.; John Max Weyer, Van Loan & Co., Inc.; Walter L. Willner, Walter L. Willner Co., Inc.

Named alternates were Richard M. Becker, Becker-Mayer Seed Co., Inc.; John P. Fochtman, Internatio-Rotterdam, Inc.; Kenneth G. Frazer, Ludwig Mueller Co., Inc.; Fred W. Jungbluth, Knickerbocker Mills Co.; Samuel Kaltman, Mutual Spice Co.; Peter Pannell, Mincing Trading Corp.; and E. H. Sennhauser, of the company bearing his name.

Changes in arbitration procedure, which threatened prolonged discussion, were turned over to an expanded committee for consideration during the coming year, with recommendations to be made to the next convention. A review of the wealth of publicity achieved for spices during the year, and plans for the period ahead, were presented, with sound effects, by Bernard L. Lewis, Inc., public relations consultants to the association.

A plaque in testimony of his contributions to ASTA as president was presented by the board to John J. Frank.

"Following a long family tradition, he has aggressively given of his time and energy in the interests of the industry," the board declared. "During his tenure in office, despite political disturbances in spice producing countries of the world, he has worked tirelessly in the interest of the association to maintain a steady flow of spices to the United States."

Mr. Leonard, as ASTA president, will look for a combination of young ideas and senior experience to guarantee

continued ASTA progress.

"With sufficient interest developing, I hope to create roundtable discussion groups among the junior members under the leadership of recognized authorities on quality, contracts, research, publicity, arbitration and internal organization of the association," he explained.

Other studies at Hormel Institute this year established that natural spices have preservative effects on oil-in-water emulsions, as applied in salad dressings and condiments, the research report explained. Most of 32 spices tested, according to the report, stabilized the oil in the emulsions against oxidization. Specific tests were also conducted on mayonnaise, French dressing and ground pork.

The Hormel Institute research is one of several research projects being carried out under the spice trade's sponsorship at various universities and industrial laboratories.

According to the research report, an industrial fellowship has recently been arranged with the Agricultural Research Service of the U. S. Department of Agriculture. This project will seek to develop improved analytical methods for evaluating quality in spices.

Other spice research

Reviewing the past year in spice research, the report revealed that studies at the University of California have finally proven erroneous the charges that spices contribute to speilage of pickles due to softening. The primary source of softening bacteria, according to the report, now appears to be the soil. Softening is due frequently to the lack of proper control and takes place before the spices are even added.

At the American Meat Institute Foundation, the report noted, it has been found that natural spices have a preservative effect on frozen pork sausage and frankfurters. The Meat Institute researchers also substantiated by taste tests the fact that the flavor of natural ground spices is released gradually into a meat product for some time after the spices are added. Thus a product seasoned with natural spices actually has more spice flavor several days after it is made than at the time it leaves the production line.

The spice trade research committee also reported that

studies of the medical aspects of spices are being conducted at the Harvard University Medical School. The research report noted that there has been a highly significant change in dietary literature regarding spices in recent years.

Following the findings of a spice trade research project in 1951 that spices may be safely included in low sodium diets, there has developed a new dietary attitude toward spices, reflected in many books and articles, the report stated.

Research at Harvard is exploring the dietary significance of spices further.

Neiberger joins McLaughlin Gormley King

Paul D. Torpin, vice president of the McLaughlin Gormley King Co., Minneapolis, 50 year old Twin Cities firm engaged in importing and milling of spices, announced the appointment of R. W. Neiberger as sales manager of the firm's food products division.

Mr. Neiberger is well known in the food products industry, having spent almost a score of years in sales, ad-

vertising and merchandising of food products.

During the past seven years he was associated with Durkee Famous Foods, starting with that company in Kansas. In 1949, he was put in charge of the Minneapolis office, and in 1952 was advanced to manager of the central division of Durkee Famous Foods, with head-quarters in Chicago.

As sales manager of the McLaughlin Gormley King Co.'s food products division, Mr. Neiberger will make his headquarters at the company's home office, in Minne-

apolis.



Primarily a granulator, the new Schutz-O'Neill Ball Bearing Roller Mill cuts down the amount of powdery residue in the ground product. Double grinding action with two pairs of rolls develops capacity of 350 to 400 lbs. of pepper per hour. An elevator delivers it to the gyrator sifter. If you will advise us of your requirements, our engineers will recommend a suitable mill plan tailored for your plant. Write for literature. Also makers of



Dear Sir

LETTERS TO THE EDITOR

Dear Sir:

We have read with a great deal of interest the summaries of the article on "Pepper Cultivation and Marketing" by E. Brown and D. E. Reader appearing in the recent issues of your publication.

We have noted at the end of Summary No. 4 there are quoted Canadian Standards for the composition of Black and White Pepper. These are the current ones now in force. It is anticipated that when the Revised Food and Drugs Act of 1953 for Canada is proclaimed, probably next month (July—Ed.), that the regulations made under this Act will contain revised standards for Black and White Peppers. The drafted proposed standards are as follows:

1	Black Pepper %	White Pepper %
Not less than		
Non-Volatile Ether Extract,	and 6	7
Pepper Starch	30	52
Not more than		
Total Ash, and	6	2.2
Ash insoluble in Hydrochlor		
Acid, and	0.9	0.3
Crude Fibre		5

William H. Hill

Regional Director Food and Drug Divisions Department of National Health and Welfare Vancouver, Canada

Indian tea exhibited

An exhibit of varieties of Indian teas and other food products was put on display at the New India House, New York City.

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San Francisco Samplings

By MARK M. HALL

■ For green men, the coffee business is a feast or a famine, and in these days of bouncing prices it is sometimes that way with the roaster. Last March the roaster was working overtime. As of today, the green men say the roaster is not buying and business is slow. What worries the boys is that with Colombians at 85 cents and Brazils at 90 cents, the market seems upside-down.

Roasters have been buying Colombians to the extent that is is claimed that 60 per cent of the crop has been sold. Exporters in Brazil are holding stocks, feeling secure in the statistical situation, and more satisfied with holding coffee than cruzieros, which might be devaluated. When the new crops come in they will

exchange coffee for coffee.

This is an in-between period which seems to show up every year, but this time there may be a few extra problems. The roasters are waiting it out against the holders of coffee in Brazil. High loan rates work in the latters' favor, but it is conceivable that coffee growers and exporters may reach a time when they have to sell. If they reach that time before the roasters have to buy, things might happen pricewise, but which way no green man would hazard a guess.

The final determining factor might be what the public is consuming in this country. No one seems to know now, but some day coffee bought ahead will be out of the way, and day-to-day consumption will be evident. Besides, the consumer has not yet paid the retail price which will of necessity finally come from

\$1.24 coffee wholesale.

Some report in San Francisco that the restaurant business is falling off. The smaller restaurants are stretching out their coffee and some roasters are making a darker roast to permit smaller amounts of coffee per cup.

It is said that the Pacific Coast has about two month's supply of coffee, more so than other parts of the country. There have been big increases in imports of African coffees. Last year they totaled 1,903 bags through June, and this year

are 82,056 bags.

Indonesia and West Indian coffees have also shown big increases proportionately. Increases have been made by Colombians and Brazils, but at a much lower percentage. Good mild Centrals have been running behind last year. With the rain damage in Brazil, quality coffees will be scarce.

■ ■ It was a fine job that Neil F. Hopping of Hills Bros. performed for the industry in ironing out certain difficulties in handling shipments of coffee from Nicaragua. He has nothing but praise for the fine spirit of cooperation shown by shippers from that country, and believed it set a pattern for future relations.

For a number of years there was a problem of receivers on the Pacific Coast understanding the marking and identification of coffee bags from Nicaragua. There were marks and overmarks, and it was hard to tell which one was to be used. This led to discrepancies between the marks and the bills of lading. Confusion resulted on the dockshere, and often congestion was the result, delaying the delivery of not only Nicaraguan coffee but of coffee from other countries as well.

P.C.C.A. had worked on the problem for a number of years, but in the past had left it up to some individual who made a passing visit and did not stay long enough to solve the matter. This time they wanted to do a good job. The association cast about and decided Neil

Hopping was the logical man. He had long experience in handling shipments for Hills Bros. Release was obtained from his management and he set off for San Juan del Sur, Corinto and Managua, ports and towns in Nicaragua, where he would find the shippers and forwarders.

Neil spent three weeks in Nicaragua. He met the shippers, got them together and went over the whole problem. An agreement was worked out which all of them signed. It was very simple. They were willing to try it for a year. They all showed a fine spirit of cooperation. Neil was treated royally. It all shows what can be accomplished when the parties concerned really get together and discuss matters which are, after all, of interest to everyone. Neil thinks the Nicaraguans are grand people, and hopes that something else might arise which would take him to that country, take as long, and be as easy to solve.

- Hamilton Nolan, vice president of S. F. Pellas, Inc., of New York City was a recent visitor in San Francisco and at his home office.
- • Mr. and Mrs. Weldon Emigh combined business with pleasure in their recent trip to the Northwest, visiting Vancouver, Seattle and Portland.
- George Moran, of Pope and Talbot, in protesting the state of business, said that roasters would have to stop buying Colombians. It only goes to show how changes in market conditions can affect the equanimity of a steamship man. Harry March, of Grace Lines might not agree with George.
- ■ George Lewinsky, with Goldtree Leibes, coffee exporters of San Salvador, was a recent visitor to this city.
- Mrs. Teodore Lassally, of San Salvador, passed through San Francisco last month. Her daughters attend a school in Victoria, B.C. She met them here on her way home. Her husband is a coffee exporter.
- E. C. Ramsey, of Caswell, has been away from his office for some time, part (Continued on page 67)

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New York News

■ ■ Ed Aborn's prize-winning net 72 golf score and the greens' 27-6 toasting of the roasters' softball team highlighted the annual Green Coffee Association outing at the Hackensack Golf Club on June 22nd. About 300 coffee men took part in the day's festivities.

The green team scored early and often in their game with the roasters. By the end of the third inning the score was 17-0, and from there on it was a question of whether the beer would hold out for the balance of the game.

The roasters didn't mind the score as much as their thirst. They had hardly come into the "beer garden" when it was time for them to take the field again. During the greens turns at bat, there were enough runs scored to allow everyone to quench their thirst over and over again.

However, the latter part of the game saw the roasters score some runs, and although they were far short of the green total, they were able to catch up a bit in the "tap department."

By the end of the seventh inning both teams had their fill of running the bases and bending the elbow.

Ralph Lombardi captained the winning greens, while Clayton Mount led the roasters.

Ed Aborn posted the low net golf score to take home the first prize cup, donated by the New York Green Coffee Association. Wally Spitzform came through with a net 73 to walk off with the Silver Cup, donated by the New York Coffee Roasters Association.

Guest golf prizes were won by G. Dohn, S. Wallace and B. O'Callahan. In the hole-in-one tournament, Cy Sasseen came closest to the pin to take top honors. He landed 4'11" from the cup. Larry Judd, at 13'2", was second.

The raffle for a matched set of four golf clubs was won by Arthur Ransohoff.
Other prizes awarded at the evening dinner went to D. Osborn, R. Vilas, W. Watts, H. Horwitz, J. A. McMillan, J. A. Sim, A. A. Anisansel, W. McDonald, P. Schlagel, S. Haas, E. Jacquemot, W. Farmer, C. Wright, T. Greenwood, L. Ehrhard, R. Dennison, W. Natter and J. Malone.

In addition to the golf awards, 20 door prizes were given out. The general consensus was that the arrangements for the outing were handled excellently. Durand Fletcher, George Sasseen, Jim Norton, Fred Kohn, Bob Sasseen, Jim Sullivan and John Toomey rate a bow for this fine job.

As usual, the weather man cooperated and came up with a beautiful day.

The Peoria Handicap system was used during the golf tourney. Here's how it

Before the first man tees off, the host pro selects six holes and keeps their identity in a sealed envelope until after the last man has finished his round.

The par score for the six holes usually totals 24. The number of strokes used, over and above the 24 is the golfers' handicap.

Since the holes selected are unknown to the golfers until after all the rounds are played, everyone has an equal opportunity.

The Golf Committee found the Peoria Handicap system to be the fairest one in this type of tournament. • • Chock Full O' Nuts Coffee is claiming that in the six months after it was introduced, it reached fifth place among vacuum packs in the metropolitan area.

Not too popular among coffee men, partly because of statements by Chock Full O' Nuts President William Black on the coffee price crisis, the position won by the brand is nevertheless considered quite an achievement.

One local roaster said that if you drop out the negative elements and consider the positive ones, Chock Full O' Nuts Coffee promotion is worth the studying.

■ A recent addition to the coffee scene is the Bordas Corp., 79 Wall Street.

Soren Freese, vice president, who was in the coffee trade in the West Indies for many years, says the firm handles, in the main, Puerto Rican Lares, a high-grown, mild washed coffee which became available only recently, when the island returned to a coffee export policy.

Bordas also handles various grades of Colombians and Dominicans.

The Bordas organization has offices in Puerto Rico, Colombia and the Dominican Republic—in the last for more than 35 years.

- Carlos Trueba has just returned from a short trip to Colombia. This was in the nature of a follow-up of one made
- P. Pascal moved recently from West 43rd Street to Yonkers. Now they might be interested in coming back. Thieves broke into their warehouse on Nepperhan Avenue and stole 72 bags of coffee. That's bags of 132 pounds each.
- Hugo Gouthier de Oliveira Gondim has been named Brazilian consul general in New York City. He was a member of the Brazilian delegation to the U. N.

He succeeds Jacomo Berenguer Cesar, now Brazil's ambassador to Colombia.

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New Orleans Notes

By W. McKENNON

- Rene F. Clerc, former president of the New Orleans Board of Trade died recently in Charlottesvile, Va. Mr. Clerc was president of the Board of Trade in 1918, and later represented the Dock Board, the New Orleans Chamber of Commerce, the New Orleans Levee Board and the New Orleans Steamship Association in various capacities.
- Mr. and Mrs. E. A. Lafave left New Orleans to attend the graduation of their daughter, Miss Joyce Lafaye, from Marymount College in Tarrytownon-the-Hudson, New York City. Mr. and Mrs. Lafaye and Joyce sailed from New York for a six weeks' tour of Eurone
- Mr. and Mrs. Earl Zander are visiting the latter's parents. Mr. and Mrs. Harry A. Levy in St. Paul, Minnesota.
- Mr. and Mrs. Isidore Reisfeld, of St. Louis, left on the Del Mar for a vacation in Brazil. Mr. Reisfeld is midwestern representative of J. Aron & Co., Inc.
- C. J. Lafaye, of W. D. Roussel & Co., Inc., with Mrs. Lafaye and family, are on a motor trip to Gattlenburg, Tenn., on a combination vacation and business
- Alvin Zander, of Zander & Co., Inc., spoke at the Northwest Coffee Roaster's Association meeting in Minneapolis, recently on "Factors Influencing the Coffee Market at This Time.
- Mr. Frederic W. Delamain, of J. Aron & Co., Inc., and Mrs. Delamain were at West Point, N. Y., the early part of the month attending the graduation of their son, Jack, from the U. S. Military Academy.
- ■ Webster Marks and Max Zander, of Zander & Co., Inc., are out of town, traveling on business.
- Lloyd Cummings, of J. A. Folger

- & Co., Kansas City, passed through New Orleans recently en route to Guatemala.
- R. Maceo and C. Fertitta, of Beaumont, Texas, accompanied by their wives, were recent visitors to New Orleans.
- ■ Bates Smith, of the Interstate Coffee Co., Augusta, Ga., with Mrs. Smith, were through New Orleans en route to Mexico
- Overton Dickenson, of the Fleetwood Coffee Co., Chattanooga, has returned home after a short visit here.
- Carl Borchsenius of Carl Borchsenius & Co., New York City, with Mrs. Borchsenius, recently spent a few days in New Orleans.
- A recent business visitor in New Orleans was William Palmour, of the Pa'mour Coffee Co., College Park, Ga.
- L. R. Arnaud, of Lafaye and Arnaud, with Mrs. Arnaud and their son, sailed aboard the Del Mar for Brazil where they will visit Rio, Santos and the interior before returning in August aboard the Del Norte.
- R. M. Nash, of Nash and O'Brien, flew to Brazil recently on business for the firm.
- The coffee trade here was schocked to learn of the death of Fred Good, member of the St, Louis office of Otis Mc-
- ■ Jules Cathalogne, who retired from his coffee business a year ago, was visiting friends in the trade recently, looking hale, hearty and relaxed.
- After a ten-day stay in the hospital, Albert Breaux, Sr., is back at work, feeling fine, recovered from virus pneumonia.
- Mr. and Mrs. Albert Hanemann announce the approaching marriage of their daughter, Aimee, to James F. Quaid, Jr., at the Church of St. Rita on July 31,
- Bailey's Coffee operates plants in Atlanta, Ga., and Richmond, Va.

Southern California By VICTOR J. CAIN

- Mr. and Mrs. William Waldschmidt, of Otis McAllister, Los Angeles, made the trip to Carmel-by-the-Sea for the Pacific Coast Coffee Association's con-
- Mr. and Mrs. Earl Lingle, of the Lingle Bros. Coffee Co., journeyed to the San Francisco area for a weeks' stay.
- ■ Bill Morton, of W. J. Morton, Inc., flew to New York to board the Argentina, bound for Brazil. While there, Bill was joined by son, Bill, who accompanied him on his trip. Bill is expected to return to Los Angeles via one of the Moore-McCormack freighters coming thruogh the Straits of Magellan.
- ■ The Los Angeles Coffee Club held a stag dinner and cocktail party at the Jonathan Club. Lorrie Moseley, president of the Coffee Club, acted as Master of ceremonies for the evening. Arnold, manager of the Huggins-Young Coffee Co., was called upon to do yeoman duty as the story teller of the evening. Those attending included Ray Bradt, Andrew Moseley, Edward Apffel, Ted Lingle, Earl Lingle, Charlie Nonenmacher, Bob Olizar, Warren Emmerling, Leonard Koppel, Jack Arnold, Lorrie and Dick Moseley, George Ettinger, Herman Landon, Bill Morton, Charles Mack, Charles Josephe, Vic Cain, Herb Knecht, Bill Waldschmidt, Walter Dunn and Bill Gloege. Everyone enjoyed a delightful dinner, and later adjourned to the card room. As always, the evening was so complete many of the men were asking when another such affair, or a golf day, was scheduled. So we are looking forward to another well organized party in the near future.
- ■ Tom Halpin, coffee buyer for Certified Grocers of California, Ltd., has assumed the roll of television producer as well. Acting as a guide and commentator for Bill Welch, of KTTV, Los Angeles, Tom took him on a tour of their coffee plant, and continued on through to their bean packing department, explaining each phase of the operations from the raw

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Write to THE SPICE MILL BOOK DEPARTMENT. New York 5, New York product to finished product as it goes to the retailer for chain groceries. From the comments by various television viewers, this program was a huge success, as well

as unusual for all concerned.

■ John Gumpel, of the Leon Guttmann & Co., Guatemala, stopped in Los Angeles for a few days enroute to San Francisco and New York. Mr. Gumpel was shown the sights of Los Angeles by Barbara and Norman Johnson, of E. A. Johnson & Co., San Francisco. While here in Los Angeles, Mr. Gumpel and Mr. Johnson made their headquarters with W. J. Morton, Inc.

■ ■ The Pacific Coast Coffee Association has just completed the 23rd annual convention, held at the Del Monte Lodge, Pebble Beach, Calif. As usual, it was a grand affair in all respects. Peter Folger, outgoing president of the association, is to be congratulated on a very fine tenure of office, along with his combined assistants and board of directors.

The golf tournament was won this year by Bill Lynch, vice president of Grace & Co., with a low net score of 70 strokes, to be the holder of the cup

for the ensuing year.

It might be well to mention at this time that Bill Lynch also won the low gross with a score of 81, which can be said is a very fine score. Sheerer of Ruffner, McDowell & Burch, Inc., went the second prize with a low net score of 72, followed by a tie between Ernie Kahl, of Ruffner, McDowell & Burch, Inc., and Gene Heathcoate of S. F. Pellas, Inc. with low net scores of 75 strokes and the dark horse from Southern California, Earl Lingle, of the Lingle Bros. Coffee Co., placing fifth with a low net of 76. All others felt the effects of that difficult but wonderful course.

Also, it might be said that this year was one of the best from the ball players' point of view. The game was well attended, with players as well as spectators. Unfortunately, the game ended in a tie with nine runs for each side, but was much fun for all. However, it seems the old muscles don't get the exercise they used to, hence many complaints of being stiff the next day.

The grand climax was a galaxy of fine and beautiful talent for the evening's entertainment and Ed Johnson, Jr., acting as master of ceremonies. So we say to all, it was a great time, and we will see you next year same time, same place.

Aloha!

St. Louis

By LEE H. NOLTE

■ ■ The golf party of the St. Louis Coffee Club, played over the course of Norwood Country Club, was a big suc-

cess. Twenty-five teed off.

The Blind Bogey was won by Tom
Venker, of the General Grocer Co., The low gross prize was won by Ed McCleery, of the W. Ferd Dahlen Co.; second low gross for Walter Landmann, secretary of General Grocer and, incidentally, president of our club. Hurrah for Walter!

On the hole-in-one, no one qualified,

because none of the players landed on the green. Our good chairman, Ed McCleery, says the hole-in-one will be played again at our July meet. Boys, get the rust off your clubs so you can get on the green!

A good supper was served, with all the trimmings, and everyone seemed to have a good time. As usual, everyone went home with a prize.

Chicago

By JOE ESLER

- ■ Hills Bros. Coffee, Inc. is offering a coupon worth ten cents toward the purchase of a can of Hills Bros. coffee.
- Chicago trade mourns the death of Jack M. Zapolean, vice president of Borg Erickson Corp. He was well known to the coffee premium trade.
- ■ The annual picnic and get together of the Chicago division of Continental Coffee Co. will be held July 24th at Riverview park in Chicago. Several hundred are expected.
- David J. McKay, formerly in St. Louis for the Royal Co. is new located in New Orleans as assistant sales manager of the Shellmar-Betner division of Continental Can Co. He was in charge of the company's exhibit at the NRTCMA convention.
- ■ General Foods Corp. will open a new Chicago region and district sales office for Maxwell House coffees on July 14; R. C. Eldridge as regional sales manager and L. W. Strand as district sales manager.

The offices will be located at 2277 W. Howard Ave., and will serve northern Illinois, Wisconsin, Minnesota, the Michigan peninsula, North and South Dakota

and most of Iowa.

Roland Osterland will act as region controller and D. L. Elhard, administrative assistant.

- ■ The American Spice Trade Association had a very fine exhibit at the Independent Meat Packers Convention. They distributed their latest spice booklet and gave away samples of pepper in neat glass shakers.
- ■ Among the companies having exhibits at the convention were: American Spice Mills, Griffith Laboratories, Exact Weight Scale Co., Dow Chemical Co.,

Vancouver

By R. J. FRITH

■ ■ Brooke Bond (Canada) Ltd., has taken over the operation and direction of both the T. H. Estabrooks Co., Ltd., and Blue Ribbon, Ltd., in the Vancouver and B. C. territories.

San Francisco

(Continued from page 63)

of it spent in the hospital. He is recovering fast and expects to be at work

■ ■ McCormick & Co., Inc., through their western divisions, Schillings and Ben Hur, were well represented at the P.C.C.A. convention. Those attending were Ray Bradt and Walter Emmerling from the South, and Warren Kludt, Paul Didstrup, John Miller and Alan McKay from here.

- ■ Edward Vinnicombe, of McCormick, and vice president of the Tea Association, was a visitor in San Francisco.
- ■ Warren Kludt, head coffee man at Schillings, informs us that the company is installing a new line of grinding mills, replacing old ones. This will enable greatly increased production.
- ■ The H. E. Teller Co. has absorbed the Golden Eagle Coffee. Malcolm Tel-
- ■ Bill Roussel, of New Orleans, will be the guest of Harry Maxwell for the encampment of the Bohemian Club during July at the Bohemian Grove.
- Lee Elliot, of Defiance Tea and Coffee Co., visited San Francisco for one of the regular meetings of the board of directors of P.C.C.A.
- ■ Last June Mr. and Mrs. Ed Johnson, Sr., were in Brazil. Fred Ruhland, of C. G. Cambron, was in the same place. Tom Duff, of Leon Israel, met Gene Hood, of Otis McAllister, in Medellin. And so they go.
- ■ Ed M. Manning, vice president and general manager of Mannings, Inc., spent part of last month in Seattle and the Northwest looking over their restaurant operations. Bob Manning, who is manager of the coffee department, informs us that the firm has invested \$500,000 in a new restaurant on 5th and Market Sts., San Francisco, with a seating capacity of 500. This is one of 46 such units, and is designated as a "coffee cafe". A Hammond electric organ has been installed for the entertainment of customers.
- W.S.T.A.'s regular annual picnic will be held August 22nd at San Mateo Memorial Park. John Siegfried, president of the association, says they will try to outdo former events. The same fine caterer will serve juicy steaks. There will be games for the children, refreshments for the boys, and bingo for the women. Tea will be served, but you don't have to drink it if you prefer Scotch.
- ■ Harold Gavigan, of B. C. Ireland, attended the American Spice Trade Association convention last month. He also called on representatives of the Maritime Commission regarding shipping problems on the Coast. Mrs. Gavigan accompanied him on the trip, for it was in part the celebration of their 30th wedding anniversary. They enjoyed themselves by going places in New York.
- ■ The Harbor Board for the Port of San Francisco, Stanley Evans, statistician, reports shipments of coffee through the port during May, this year, were 9,637 tons, and May, 1953, 16,639 tons.

The total through May this year is 76,923 tons, and for the corresponding period of 1953 it was 78,206 tons.

The value of all coffee coming into the Bay Area customs district in 1953 was \$171,994,643; in volume 165,845,220 tons. In 1952, the total was \$151,019,460 and 148,485 tons.

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